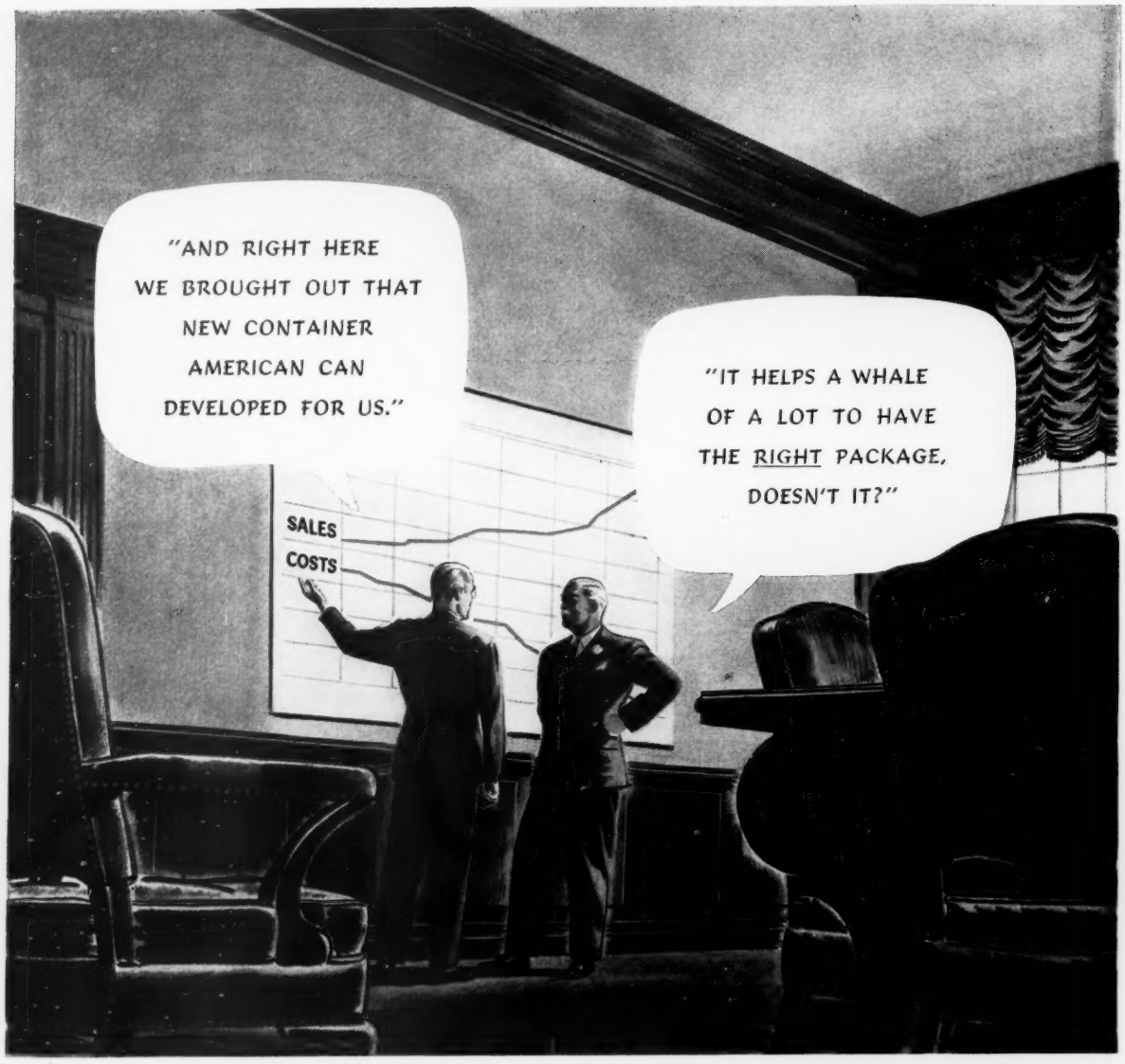
MODERN PACKAGING

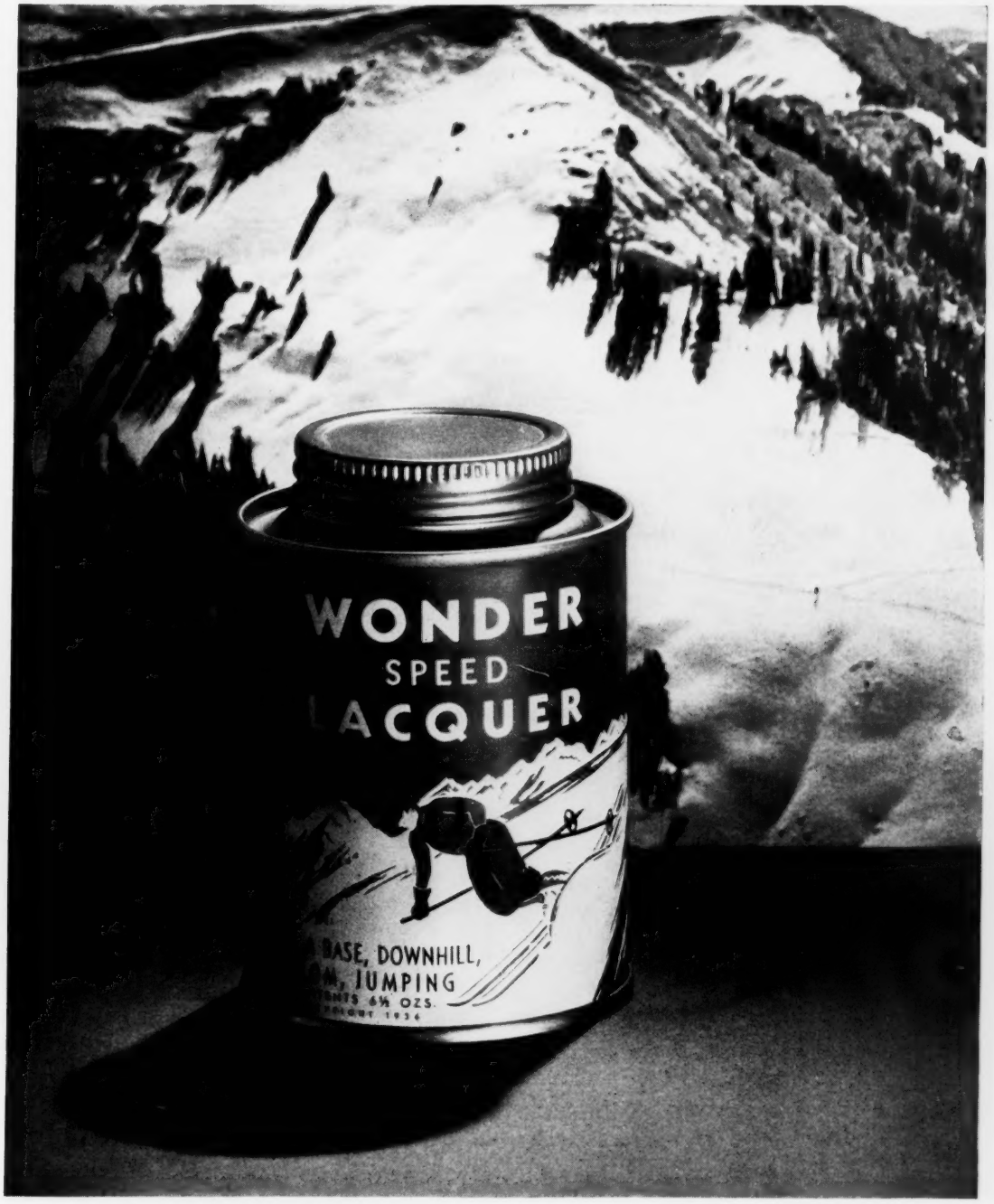
Miami University
RECEIVED

FEBRUARY 1939


"AND RIGHT HERE WE BROUGHT OUT THAT NEW CONTAINER AMERICAN CAN DEVELOPED FOR US."
"IT HELPS A WHALE OF A LOT TO HAVE THE RIGHT PACKAGE, DOESN'T IT?"
SALES
COSTS

American Can's research laboratories, and engineering and development staffs, are searching constantly for ways to help increase sales of a wide variety of products . . . through better quality-protection . . . through greater convenience and popular appeal. We may have ideas *you* can use to stimulate sales. Write us your problems today.

CANCO AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.



Many and Varied are the uses for a Phoenix Cone Top Can. Here we show it as a container for ski lacquer. The wide opening permits using the product direct from the can—the 1¾-inch screw cap provides a convenient and secure reseal until the last drop has been used. Phoenix Cone Top Cans with 1-inch caps and single- or double-cap spouts are especially adapted to packaging volatile, inflammable and penetrating fluids.

PHOENIX METAL CAP CO. *Plants:* 2444 West Sixteenth Street, Chicago, Ill. 3720 Fourteenth Avenue, Brooklyn, N. Y. *Branch Offices:* Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles

MODERN PACKAGING

FEBRUARY 1939 • VOLUME 12 • NUMBER 6

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NEXT MONTH

March is the annual All-America month for Modern Packaging. Your next copy will contain a complete presentation of all the winners in this—the most gigantic competition of a long series.

Packages awarded honorable mention will likewise be contained in the March issue rather than in the April issue as has been customary.

March Modern Packaging will contain full advance data on the conference sessions and the exhibits of the forthcoming Packaging Show (to be held at the Hotel Astor, New York, March 7–10, 1939). The issue will reach its readers in time to permit them to brush up on the Show before leaving for New York.

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MEMBER AUDIT BUREAU OF CIRCULATIONS

Thinking of Changing Packages?

Perhaps some new type of package would be advantageous . . . as it was for Bromo-Seltzer. Better from an advertising standpoint, handier for consumer use, cheaper to produce. BUT before you make the change, consult Redington to make sure there's an automatic packaging machine to handle it efficiently.

Redingtons once wrapped it... now they carton this product famous since "HORSE and BUGGY DAYS"

Even in the days of hansom cabs, Bromo-Seltzer was known the world over. The blue bottle was wrapped in a printed wrapper . . . at first by hand . . . later on a Redington Bottle Wrapping Machine at a speed of 50 a minute.

In 1935 The Emerson Drug Co. replaced this wrap with a carton. There were good reasons! A reproduction of the bottle on the carton in actual colors has potent advertising value. The cartons make effective window displays. High-speed cartoning machines can turn out *twice* as many units—enclose a circular, too.

Three new Redington Continuous Loading Cartoning Machines were picked—one for each of the three sizes of Bromo-Seltzer. Today these remarkably smooth, quiet operating machines are used continuously, economically and with unusual efficiency.

Such speed, ruggedness and reliability speak well for the many *hidden* improvements. Even the largest Redingtons operate quietly and smoothly because of features like those pictured at the left: the *noiseless*, herringbone drive gears . . . the double V belt drive for extra loads—for changing speeds with little fuss or noise . . . The handwheel which quickly slips into place—*no* flywheel action here . . . the safety throw-out for overloaded machines.

Such engineering standards help explain the growing preference for Redington Packaging Machines. Perhaps they can help solve *your* packaging problem, too. Investigate—minus obligation.

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St. CHICAGO, ILL.

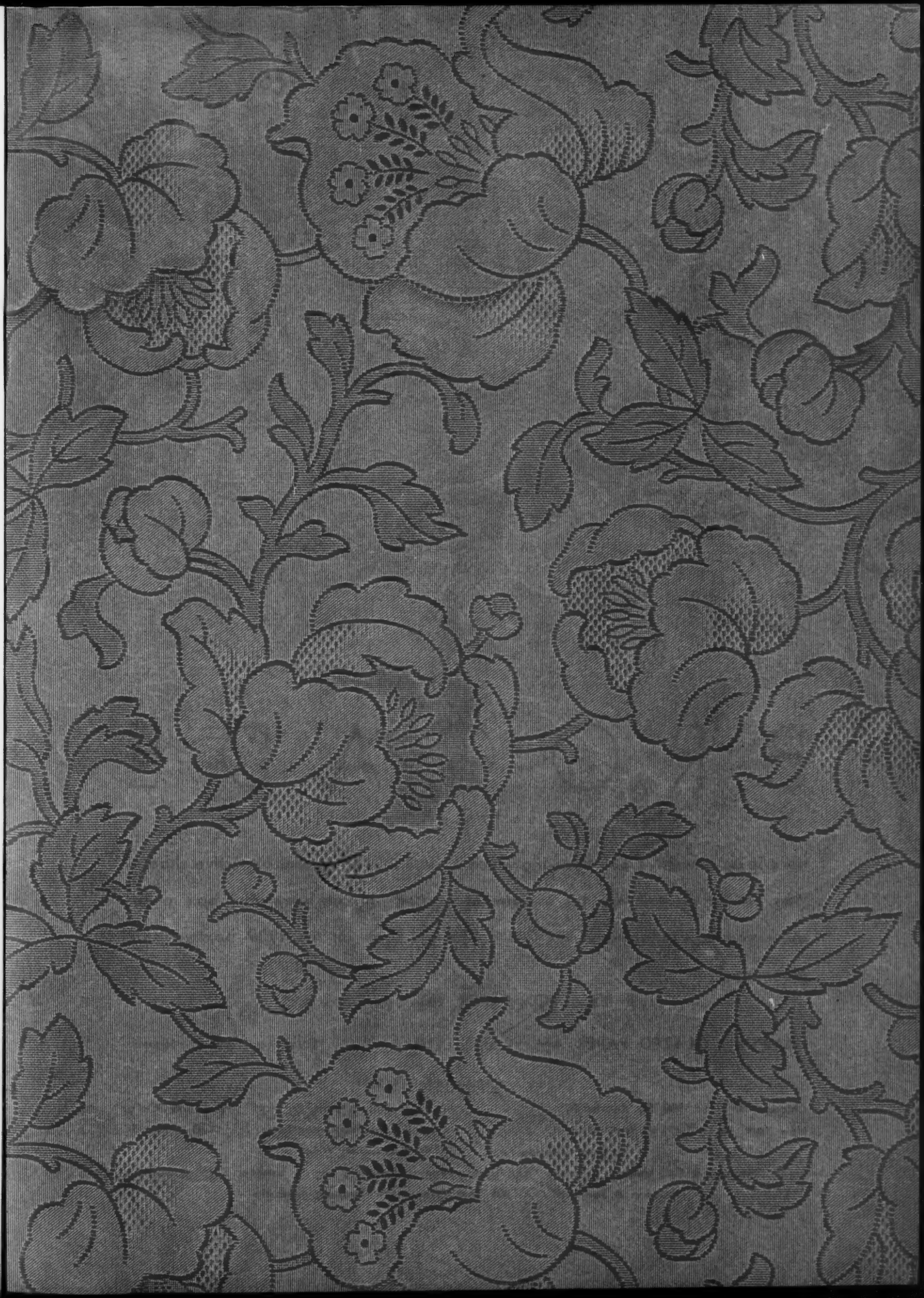
REDINGTON
Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

Yes, we know a "Picture of the Plant" is oldfangled

KVP *But* . . PEOPLE COME FROM ALL OVER THE WORLD TO SEE THIS MODEL PAPER MILL, AND EVEN FROM 2000 FEET UP, IT IS QUITE A SIGHT. VISITORS ALWAYS WELCOME.

FOOD PROTECTION PAPERS



BROCADE

175-A

Here is an attractive box covering which is available in several attractive shades. Why not let us mail you this assortment so that you can have your box maker show you how effectively BROCADE 175 will look on the 1939 box you are planning.

If it's a BOX PAPER, Hampden has it.

HAMPDEN GLAZED PAPER AND CARD COMPANY - - Holyoke, Massachusetts

SALES REPRESENTATIVES

Chicago, Ill. — 500 So. Peoria St.
Philadelphia, Pa. — 412 Bourse B'ld'g.
New York, N. Y. — 60 East 42nd St.
San Francisco, Calif. — 420 Market St.
Toronto, Canada — 137 Wellington St. West
Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England
Hamson & Leonard — 101 York Street — Sydney, Australia

A GOOD CAP ENCOURAGES REPEAT SALES...

"HOW to win friends and influence people" is a problem that's easily solved for your product. The answer is to seal it with Crown Deep Hook Thread Screw Caps. Your product reaches consumers with all its original quality and flavor. The cap is easier to remove. Both these things make your product more pleasing and influence people to buy it again.

CROWN CORK AND SEAL CO.
BALTIMORE • MARYLAND
World's Largest Makers of Closures for Glass Containers

CROWN SCREW CAPS

GET YOUR 1939 PACKAGING CATALOG

Just Out! Hot from the Press! Up-to-the Hour! Complete! Concise!

You can't afford to be without this brand new Encyclopaedia of Packaging and Display!

Its 562 pages . . . plus scores of inserts . . . are crammed with fresh, new ideas concisely written . . . with no punches pulled . . . by leading experts dealing with their own specialties! Entirely new sections, striking new developments, new illustrations make all previous editions obsolete. 1939 PACKAGING CATALOG bulges with authoritative 1939 ideas at your fingertips for your 1939 increased sales! Any one of the 100,000 fresh facts can easily be worth a hundred times the purchase price!!!

And you receive without extra charge, the completely new Buyers' Guide and Directory of every known manufacturer of every package and display need . . . classified and cross-indexed for speedier reference!

Lavish samples of all kinds of new papers, finishes and labels are tipped-in throughout the book more liberally than ever before. And this year nearly all leading packaging manufacturers are in with advertisements taking this occasion to tell of new products, new designs, new processes . . . because PACKAGING CATALOG is bought annually and referred to throughout the year by almost all users of packages and displays.

ONLY ONE PRINTING! LIMITED EDITION!

Make sure of receiving your copy of 1939 PACKAGING CATALOG. Order today! Though just out this month, the demand has been tremendous, and commendatory letters are already coming in.

Assure your copy by ordering . . . now! If not completely pleased we will gladly repay the full cost plus postage both ways! But act now . . . the supply is already almost completely taken up by orders.

A Glance at the Inside

Only a few of the hundreds of subjects covered . . . and easily located by the very complete index and special "tab" index for opening instantly to any of the main divisions:

Adhesives • Bags, Heavy Duty Multiwall Paper • Bags, Metal Foil • Bags, Paper • Bags, Textile • Bags, Transparent Cellulose • Boxboard, Set-Up and Folding • Boxes, Fancy Wooden • Boxes, Leather and Fabric Covered • Boxes, Metal Edge • Boxes, Set-Up Paper • Boxes, Wooden • Cans, Fibre-Bodied • Cans, Tin Packages and Cartons, Folding, Display Containers • Cartons, Paraffined • Closure Linings • Closures • Closures, Bag • Closures, Glass Finishes for • Coating Materials, Transparent • Color • Color in Shipping Containers • Color Photography • Containers, Aluminum • Containers, Corrugated, Solid Fibre • Containers, Cylindrical, Paper • Containers, Glass • Containers and Displays, Molded Pulp • Containers, Plastic • Containers, Rigid Transparent • Containers, Shipment of Fibre • Containers, Specialty Metal • Decalcomania • Design, Principles of Package • Design Protection • Display Mechanisms, Motion, Lighted • Displays, Counter • Displays, Floor Stand and Island • Displays, Plastic • Displays, Window • Displays, Rigid Transparent • Displays, Sheet Metal • Displays, Wire • Displays, Wood • Envelopes and Packets • Equipment, Arrangement of • Equipment, Automatic Wrapping • Equipment, Bag

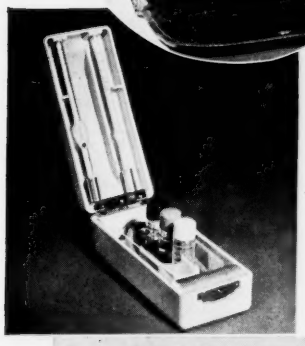
PACKAGING CATALOG

CHANIN BUILDING, 122 E. 42ND ST.

NEW YORK, N. Y.

CONVENIENCE!

FOR SAMPLING AND PACKAGING SUCCESS



KIMBLE GLASS VIALS

. . . known throughout the merchandising world as America's outstanding small container—are helping manufacturers do a better job of mass selling than ever before.

Available for all modern types of closures, Kimble Vials lend themselves to artistic, colorful and appealing sample containers or standard packages—for drugs, cosmetics, oils, chemicals, perfumes, candies, food products and extracts. Light and perfectly transparent—strong, leak-proof, air-tight and convenient to carry in handbag or vest-pocket—these dainty glass containers have captured the imagination and purchases of the buying public throughout the land.

Consult Kimble on your sampling or packaging problem . . . for quicker sales results and more substantial profits!

K
KIMBLE GLASS

The Visible Guarantee of Invisible Quality

KIMBLE GLASS COMPANY . . . . VINELAND, N. J.

NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON

If you require
STEEL RULE
for any purpose the logical source is . . .
HELMOLD'S
the standard for 50 years, due to Quality, Uniformity, Durability, Accuracy.
J. F. HELMOLD & BRO., INC.
1462 Shakespeare Avenue, Chicago

new york world's fair
world's fair

— approved and licensed

NEW YORK WORLD'S FAIR

DECORATED

BOX COVERING PAPERS

WRAPPING PAPERS

Sheets and Rolls

PAPER BAGS

Now available in several designs—in many color schemes and in different grades for various usage.

If you have special requirements we can be very helpful in working out your needs.

Samples and Prices Upon Request

ROYAL PAPER CORPORATION

Manufacturers of Decorative Papers

ELEVENTH AVENUE and 25th STREET NEW YORK, N. Y.

THIS SAMPLE DESIGN No. 1
NEW YORK WORLD'S FAIR DECORATED PAPERS
STOCK NUMBER:—GOLD-477-F

DISTINCTIVELY STYLED GLASS CONTAINERS

are characteristic of sales leadership

DISTINCTIVE glass packages that have extra qualities of refinement and style give your product a head start in the race for consumer preference. It is the container of unusual appearance that captures and holds the popular preference for the greatest period of time . . . . helps your product maintain sales leadership over competing brands.

Armstrong's Glass Containers will give your product these style advantages. And, in addition, they are accurately manufactured to assure you of consistently high quality and dependable performance.

Bring your glass packaging problems to Armstrong. Write today, for complete information, samples, and prices. Armstrong Cork Company, Glass and Closure Division, 916 Arch St., Lancaster, Pennsylvania.

ARMSTRONG CORK COMPANY

ARMSTRONG'S CLOSURES • WHITALL TATUM GLASS CONTAINERS

ARMSTRONG IS PACKAGING HEADQUARTERS

Since the glass container lines of Whitall Tatum and Hart have been added to Armstrong's complete line of closures, Armstrong is now in a position to offer manufacturers of glass-packaged products a broader and more complete packaging service.

Through centralized responsibility, you are assured of consistently high quality and satisfactory performance in both glass containers and closures. Plan now to develop sales winning packages through the services of Armstrong's Package Design Bureau, Engineering Facilities, and Research Laboratories. Specify Armstrong's Closures and Glass Containers.

Sefton CAN

DESIGN TO FIT YOUR PRODUCT

THE STRING DOES IT

Use as a Standard Cleanser Can

or

Pull String—Remove Top

and

Use in this Attractive and Modern Dispenser

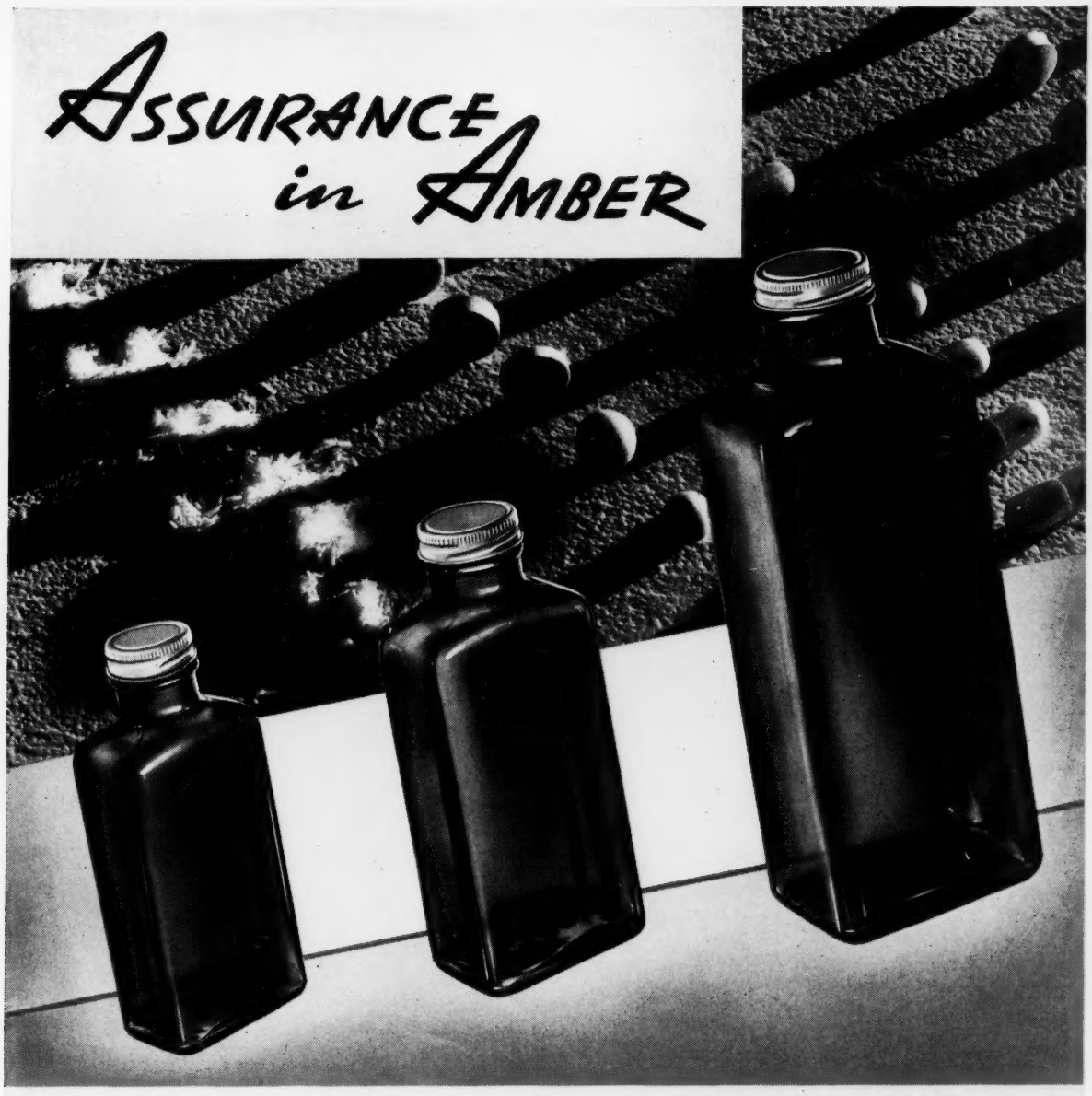
Created for
Cameo Corporation
Chicago, Ill.

SEFTON FIBRE CAN COMPANY

Plants—St. Louis, Missouri • New Iberia, Louisiana

DISTRICT OFFICES: Los Angeles San Francisco Denver Tampa Chicago Des Moines
New Orleans Boston Detroit Kansas City St. Paul Omaha New York Cincinnati Cleveland
Oklahoma City Pittsburgh Memphis Nashville Dallas Houston Salt Lake City Seattle

ASSURANCE in AMBER



ASSURANCE means confidence... confidence in dependability and uniformity... what every business man seeks in the things he buys. In the containers that hold your products—as for example the amber *Blakes* for pills, tablets, capsules, powders, etc.—you can have complete assurance of unvarying excellence, of brilliant, clean amber glass, of sturdiness and of accurate finish—by depending upon Anchor Hocking as your source of supply. Anchor Hocking Blakes are available in the widest range of sizes, 27 in all, from 1/6 to 32 oz. When next you need to order glassware, inquire of Anchor Hocking... and assure yourself of Anchor Hocking extra quality at no premium in cost. ANCHOR HOCKING GLASS CORPORATION, Lancaster, Ohio. Closure Division: Anchor Cap & Closure Corporation, Long Island City, New York, and Toronto, Canada.

ANCHOR HOCKING GLASS CAPS

-an unbeatable combination

CORK serves mankind in countless ways. From bottle closures to tropical sun helmets...from insulation to life preservers. Mundet has been a specialist in cork for more than 70 years. Maintaining its own organization in the cork growing countries of the Mediterranean, Mundet controls its sources of cork supply . . . is able to maintain consistent quality. This uniformity assures you the finest grades of cork closures for your products.

These Mundet offices and representatives are ready to give you prompt service

ATLANTA
339-41 Elizabeth St., N. E.

BROOKLYN
65 S. 11th Street

CHICAGO
2959 N. Paulina St.

CINCINNATI
427 W. 4th St.

CLEVELAND
Britten Terminal, Inc.

DENVER
The Stone-Hall Co.

DETROIT
335 W. Jefferson Ave.

HOUSTON
Commerce & Palmer Sts.

KANSAS CITY, MO.
1428 St. Louis Ave.

LOS ANGELES
2051 E. 37th St.

LOUISVILLE
Kentucky Bottlers Supply Co.

MEMPHIS
Memphis Bonded Warehouse

NEW ORLEANS
432 No. Peters St.

PHILADELPHIA
2226 Arch St.

ST. LOUIS
506 S. Main St.

SAN FRANCISCO
440 Brannan St.
Also J. C. Millett Co.

SEATTLE
Succop-Tighe & Sons

In Canada:
Mundet Cork & Insulation, Ltd.
35 Booth Ave., Toronto

FIRST AIDS IN PACKAGING

Mundet Closures . . .

. . . aid the sale of your product by giving smart distinction to the package.

. . . aid the customer in his use of your product by insuring quick, easy opening and resealing.

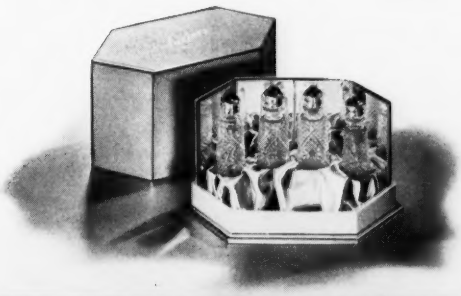
. . . aid you to retain and increase good will by preserving the quality you put into your product.

Mundet Molded Flange Closures and Embossed Wood-top Corks are made in standard sizes, in black or in colors. Your own trademark design can be included on the closure top. Flange Closures are only one of many types made by Mundet. If you have a closure problem Mundet laboratory and art specialists will cooperate in its economical solution. Address: Mundet Cork Corporation, Closure Division, 65 South Eleventh Street, Brooklyn, N. Y.

MUNDET CLOSURES

MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD TOP CORKS • CROWNS • PLAIN CORKS

Ritchie now makes Three kinds of Packages that Sell!



SET-UP PAPER BOXES

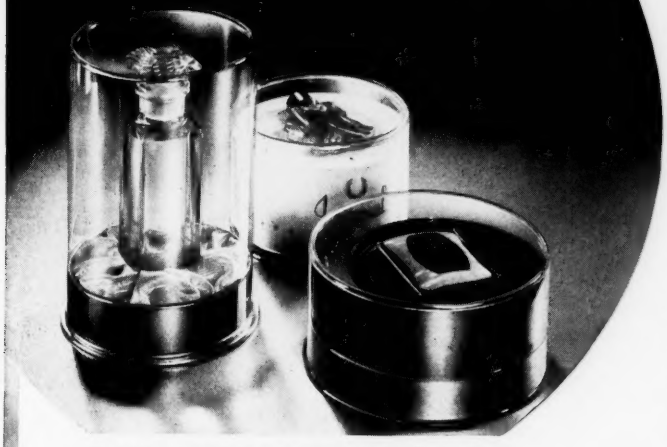
Ritchie has probably manufactured more set-up paper boxes than anyone in the field. This current perfume package, illustrating the Ritchie flair for smartness and individuality, helps to tell you why.

FIBRE CANS

This well-known family of packages is evidence of Ritchie's ability to turn out all types of fibre cans quickly and economically. Ritchie production methods and machines are backed by 73 years of packaging experience.

And Now

TRANSPARENT PACKAGES



FOR THOSE WHO WANT THEIR PRODUCTS SEEN AND SOLD!

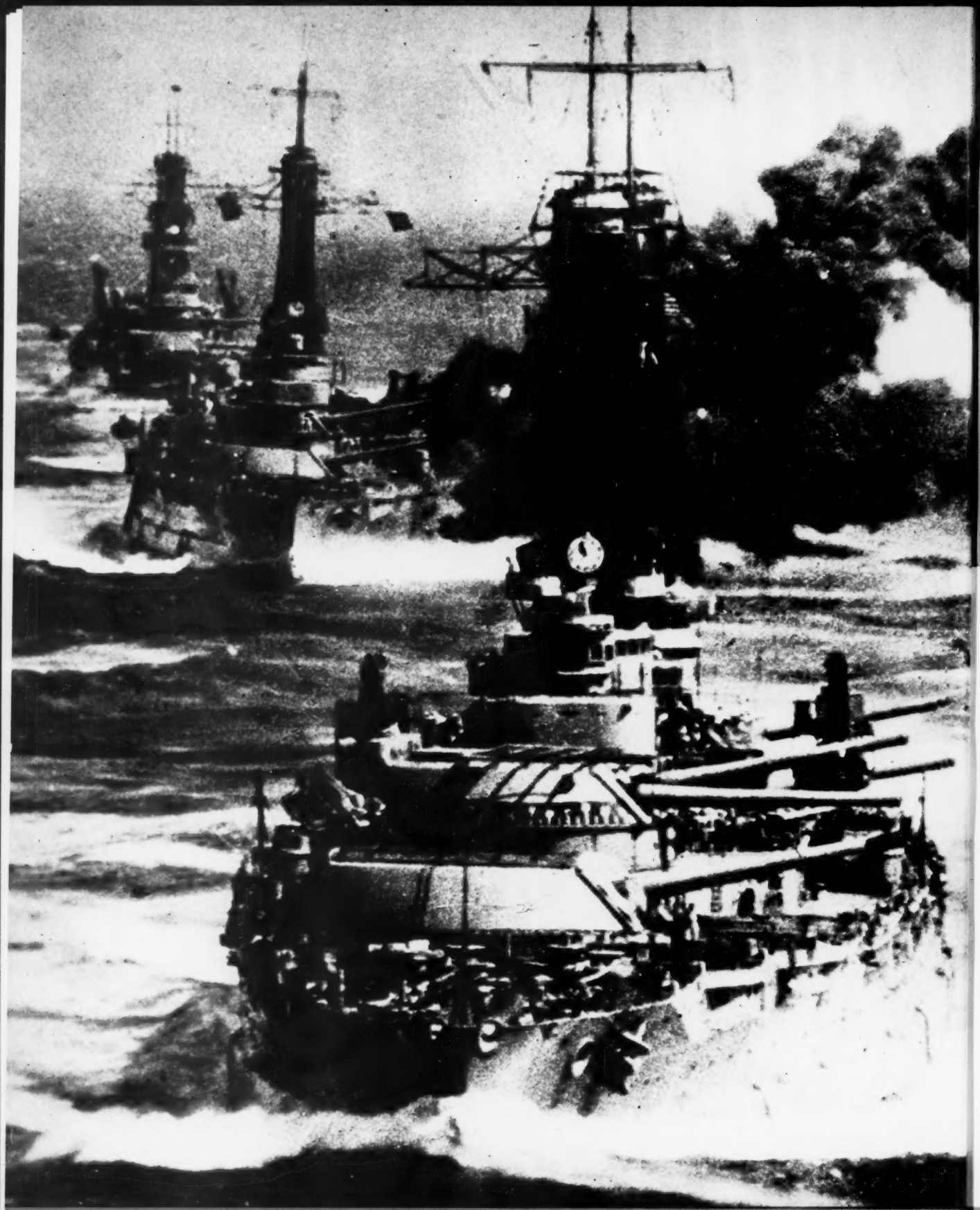
Product *visibility* means greater *saleability*. In one of the new transparent packages by Ritchie, your product gets *all* the advantages of the eye-appeal *you've* built into it — *plus* all the extra appeal and protection Ritchie builds into the package! And that means greater display value, for the dealer is more apt to put on his counter the distinctively packaged product that can be seen but not soiled or handled. Here are three such sales-winning transparent packages — a few of the many now coming out of the Ritchie design department. If you'd like to see Ritchie's idea of a transparent package for your product, you've only to ask for it!

GREATER DEALER COOPERATION Learn how your product can command more dealer cooperation and quicker consumer acceptance. Write for samples and complete information about the type of Package by Ritchie that interests you most. Design suggestions submitted without obligation to responsible manufacturers.

W. C. *Ritchie* AND COMPANY

8849 BALTIMORE AVENUE • CHICAGO

NEW YORK DETROIT CINCINNATI LOS ANGELES ST. LOUIS ST. PAUL DENVER



M O D E R N

C H A N I N B U I L D I N G

SALUTE!

TO THE WINNERS!

A discharge of cannon, a dipping of colors to the great winning All-America packages and displays of 1938.

For they among thousands of entrants . . . have passed the gauntlet of the perspicacious judges . . . each a leading and impartial authority on packaging display in its every phase.

Watch for next month's "MODERN PACKAGING" . . . which will announce, profusely illustrate and describe to an expectant packaging world these dramatic 1938 winners of the All-America Package Competition!

And they are real sales-champions!

Some of them you already know . . . for by now they are streaming across retail counters.

But . . . just as you probably found in each preceding All-America . . . by far the majority will be thrillingly new . . . packed with ideas that are novel and original . . . with fresh, intelligent inspiration from every corner of the United States and Canada . . . above all, showing new means to make your own product super-sales-effective!

Moreover, in next month's "MODERN PACKAGING," manufacturers and suppliers will seize this auspicious occasion to announce discoveries and improvements of the greatest practical importance to every packager! And many of the advertisements will tell of new processes, new products, and new designs used by the Winners.

We know you're looking forward most keenly to this year's March issue. None of the All-America numbers of the past ten years ever met the demand for copies. Every year this extra large issue was always a sell-out before publication. We've even had offers of $10.00 a copy . . . after it was too late.

So if you haven't reserved your copies of this magnificent book . . . over 300 pages crammed with progressive ideas, send us your order today . . . if you wish more than one copy to be set aside, please state how many.

Or if you will subscribe now to a full year of MODERN PACKAGING, the regular rate of $5.00 brings it to you for twelve months *including* this great MARCH issue.

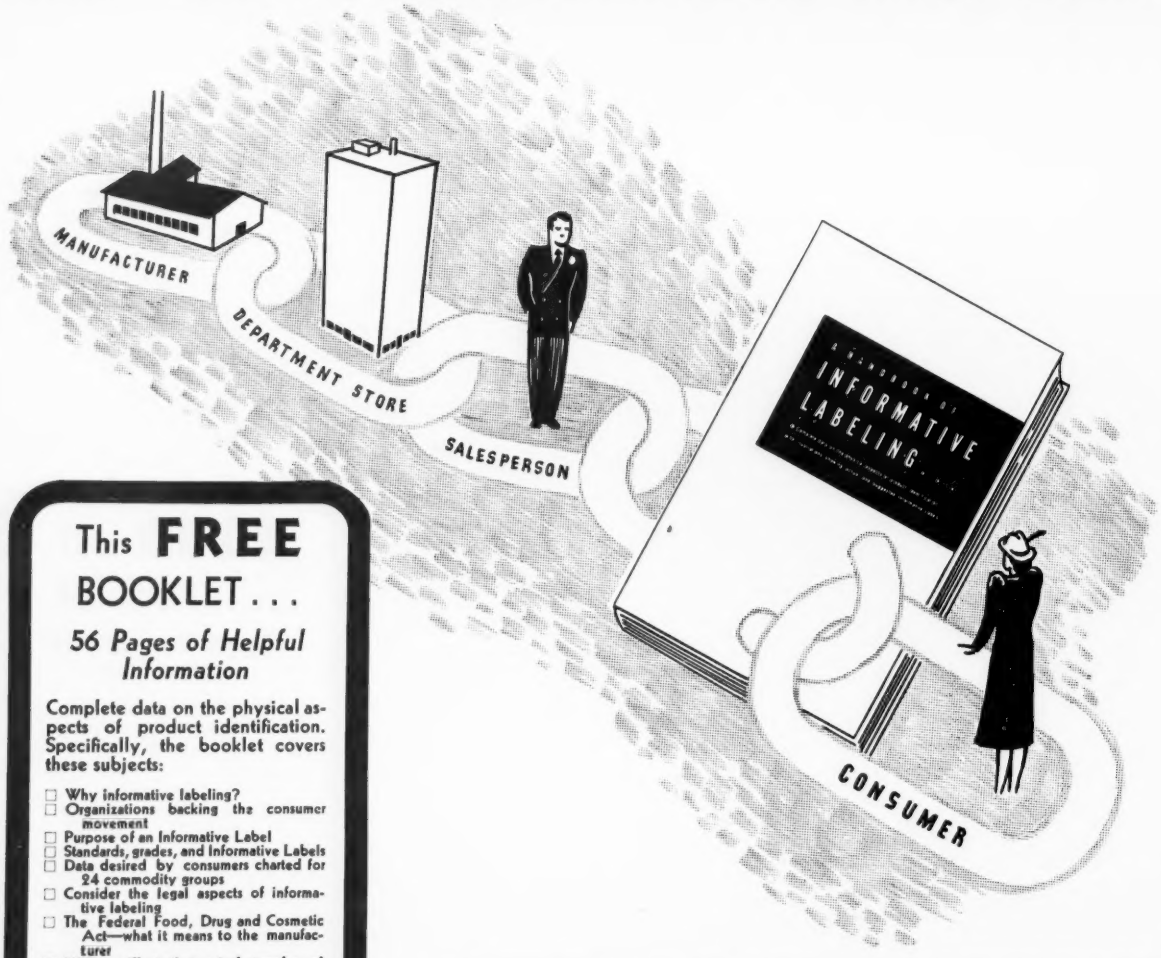
We suggest you send in your order today.

PACKAGING

122 East 42nd St. New York, N. Y.

INFORMATIVE LABELS

VITAL LINK IN CONSUMER-ACCEPTANCE CHAIN



This FREE BOOKLET . . .

56 Pages of Helpful Information

Complete data on the physical aspects of product identification. Specifically, the booklet covers these subjects:

- ☐ Why informative labeling?
- ☐ Organizations backing the consumer movement
- ☐ Purpose of an Informative Label
- ☐ Standards, grades, and Informative Labels
- ☐ Data desired by consumers charted for 24 commodity groups
- ☐ Consider the legal aspects of informative labeling
- ☐ The Federal Food, Drug and Cosmetic Act—what it means to the manufacturer
- ☐ 25 Pages illustrating actual samples of outstanding Informative Labels
- ☐ 7 pages illustrating copy and design suggestions for Informative Labels
- ☐ Suggestions for merchandising Informative Labels

The most important single moment in the history of a sale comes when the prospect holds the product, *your* product, in her hands . . . examines it with her eyes.

It is then that the Informative Label serves as the vital link in the consumer-acceptance chain. For the salesperson may be busy elsewhere, she may be tongue-tied, or disinterested; no matter what, the informative label has the unique opportunity of closing the sale.

Today's label . . . the Informative Label . . . presents the facts upon which the purchase depends. It sells—informs—educates! Besides that, it complies with Federal Trade Commission rulings, and meets the ever-growing demands of consumer movements for definite product information. The "Handbook of Informative Labeling" tells the whole story.

TO LABEL USERS—*If your label manufacturer cannot supply this booklet, write us for your free copy!*

McLAURIN-JONES COMPANY

BROOKFIELD, MASSACHUSETTS

A McLAURIN-JONES Product

Mills at Brookfield and Ware **Offices: New York, Chicago, Los Angeles**

Makers of McLaurin-Jones Guaranteed Flat Gummed Papers—Ware Foils—Ware Coated Papers

MAY WE SEND YOU A FREE COPY OF THIS

BLUE BOOK

OF MODERN PACKAGING IDEAS

COLORS speak a language of their own and blue has always been a synonym for character, integrity, high rank, prestige. Blue builds confidence—and confidence builds sales. . . . In the portfolio you will find 10 stock designs of Maryland Blue, pictured in color, with pertinent information about sizes and finish. When, and if, you're faced with the problem of dressing up a new product, or making an old one look more attractive, you will find this portfolio useful. . . . For your free copy, or for samples of any of the bottles shown below, write to our nearest office.

MARYLAND GLASS CORPORATION, BALTIMORE, MD. . . . New York: 270 Broadway . . . Chicago: Berman Bros., 1501 S. Laflin Street . . . . St. Louis: Carl Floto, 908 Clark Avenue . . . . Memphis: William T. Porter, 806 Dermon Building . . . . San Francisco: Owens-Illinois Pacific Coast Company.

Maryland Blue

BOTTLES AND JARS

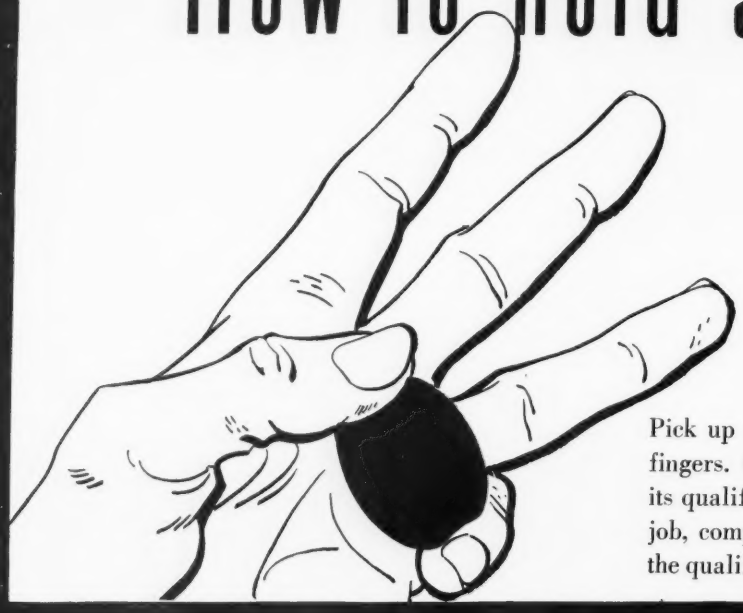
CHESAPEAKE OVAL
4, 6, 8, 12, 16 and 32 oz.

CABINET SQUARE
1, 2, 2½, 3, 4, 6, 8, 16 and 32 oz.

SQUAT JAR
½, 1, 2, 3, 4, 8 and 18 oz.

FRENCH SQUARE
¼, ½, 1, 2, 4, 6, 8 and 10 oz.

How to hold a Cap



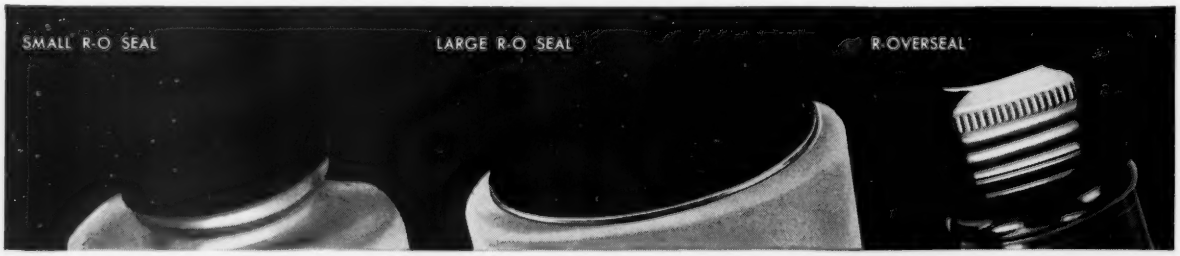
Pick up your present seal with two fingers. On the other three, check its qualifications to do your sealing job, comparing point by point with the qualifications of an Alseco Seal:

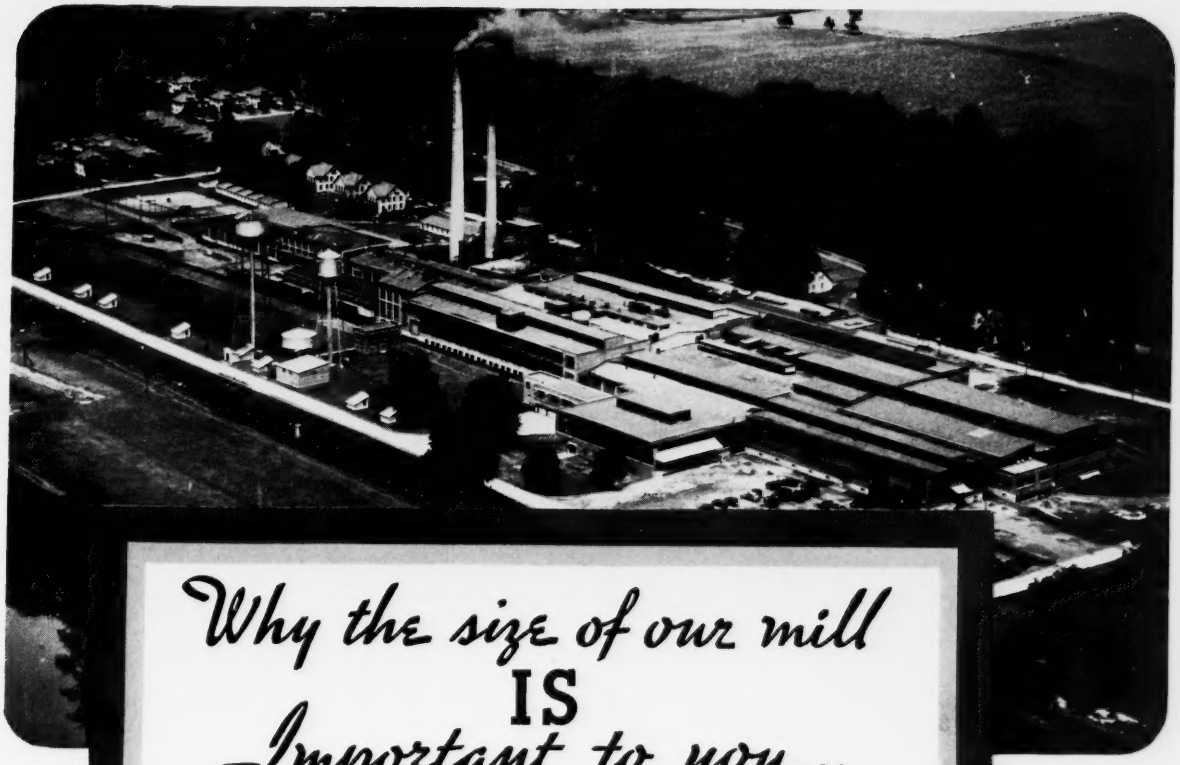
APPLICATION—Alseco Sealing Machines operate at low cost, perform with faultless precision, give great flexibility in output and sizes. Often cut labor costs.

SECURITY—High sealing efficiency is assured by the Alseco method, a seal applied with uniform top pressure and tailored to fit each container. Leakage and evaporation losses are reduced.

REMOVAL—Alseco Seals are designed for easy removal and reclosure by users of your product. No tools. No trouble. No rust or corrosion. Every seal builds good will.

MAKERS OF QUALITY SEALS AND EFFICIENT SEALING MACHINES FOR 25 YEARS





Why the size of our mill IS *Important to you...*

"It is not your mill, but the help your product can offer, that will interest your customer." This expression has become one of the most touted principles of advertising, so that today some manufacturers discuss the size of their plant only in an apologetic manner, while still others feel they must lampoon the very mention of the word.

Now we have the biggest mill of its kind in the world. We do not continually boast of the fact. Neither have we any apologies to offer when we do mention it, for we believe the size and modern equipment of our mill are just as important to you as the economy, quality and efficiency of the packaging papers we produce therein.

You need more than intrinsic value in your purchase of packaging papers. You need a supplier who is financially and morally responsible, and one whose broad experience can help keep you abreast of the time. You need reliable deliveries, unbiased advice, uniformity of product, and many other things that the size of our plant, the skill of many employees, and the length and breadth of our experience can guarantee you.

Therefore, we offer a picture of our plant as the best way we can symbolize the extra reasons why Riegel Packaging Papers can help you. Tell us your needs, or investigate further by requesting our latest packaging portfolio. It contains samples and data on a few of the papers we make for leading producers in almost every field.

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Set-Up Boxes, Folding Boxes and Displays

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We maintain full time designers skilled in the art of creating and developing modern packages and displays.

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WINNER OF Honorable Mention IN THE 5 & 10 ¢ GROUP
For Ingenious Packaging
FOR DISTINGUISHED ACHIEVEMENT IN THE PACKAGING OF MERCHANDISE DESIGNED FOR SALE IN THE FIVE AND TEN CENTS TO ONE DOLLAR SYNDICATE VARIETY STORES

Sponsored by the
SYNDICATE STORE MERCHANDISER
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JUDGED ON THE FOLLOWING
Excellence of Design
Sales Value in Open Display
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Low Production Cost (Judge's estimate)

Congratulations

. . . to LORDENT CO. INC., NEW YORK CITY, with grateful acknowledgement of a share in this Award of HONORABLE MENTION for *Ingenious Packaging*

"NATIONAL" Container Service more than often receives special recognition for surpassing display, plus the practical factors that together furnish the motive power for PEAK SALES across the counter.

Attention "NATIONAL" for *Original* Packaging

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SUBSIDIARY OF McKEESPORT TIN PLATE CORPORATION

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Once each year, under auspices of the American Management Association, the country's leading experts in packaging, packing and shipping gather to examine the toughest problems in these fields. Here they exchange ideas for solving those problems, and inspect and compare performance of the latest equipment, machinery, materials and methods that enable the manufacturer of packaged products to reduce unit costs and improve quality. This year particularly, in the light of current legislative and marketing developments, the Packaging Exposition and concurrent conferences promise to be of conspicuous value to all executives whose work concerns itself with the packaging, packing and shipping of the products they make.

PACKAGING EXPOSITION & CONFERENCES

HOTEL ASTOR • NEW YORK

MARCH 7, 8, 9 and 10

Closure Protection with SYLPHSEAL* Bands

THE tops of these attractive re-use jars of Wild Strawberry Jam, by Farmers Federation, Asheville, N. C., are fitted with dark blue transparent SYLPHSEAL bands to contrast with the light blue color of the jars. These bands hold the tops or closures securely in place, preventing leakage or tampering with contents.

"Proper Closure Protection" — That's where SYLPHSEAL bands are an important factor. Manufacturers of quality bottled products adopt SYLPHSEAL bands because they give dependable closure protection.

And also, as indicated by illustration, they give to the package a refined, artistic finish which harmonizes with bottle or label.

If you have a special closure problem write us — SYLPHSEAL bands are made in many styles, colors and finishes to suit any closure requirement.

*Reg. U. S. Pat. Off.

Write for* SYLPHSEAL *folder

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" . . Since even the lawmakers disagree on many interpretations of the new food and drug act, I throw myself on the mercies of your court.

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So say all A. C. M. folding cartons. And especially is this true today since there's but a minute cost difference between clay coated and inferior grades. If you haven't investigated clay coated carton costs recently, write today for price comparisons. (And if you have to make printing changes anyway, be sure to specify proofs on A. C. M. clay coated.)

Although there are 12 reasons why you should always specify "Clay Coated," A. C. M. can furnish *any* grade of carton board you specify.

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MODERN PACKAGING
C. A. BRESKIN, Publisher A. Q. MAISEL, Editor

NEW FOOD, DRUG AND COSMETIC LEGISLATION

An evaluation of the present set-up of Government regulation as it affects packaging activities.

On June 25, 1938, the President signed a new Federal Food, Drug and Cosmetic Act which is already partially in effect and which will, on June 25, 1939, replace, in its entirety, the Federal Food and Drug Act of 1906.

On March 21, 1938, the so-called Wheeler-Lea Amendment to the Federal Trade Commission Act was approved by the President and is now in effect.

Between these two Bills, a system of regulation of the food, drug and cosmetic industries has been set up which is vastly more stringent and more extensive than that which heretofore existed. The new Acts include the heretofore unrestricted cosmetic industry. They demand practices in respect to manufacture, packaging, sale, guarantee and advertising of merchandise which have not heretofore been demanded and they prohibit other practices which had heretofore been permitted.

The Acts are implemented with far more stringent penalties for violation than former Bills and, finally, they provide court procedures and regulatory procedures differing from those which had previously existed.

Confronted with this situation, it is but natural that manufacturers, their associations, their trade publications and all others concerned with the effects of these Bills should be subject to much unhappy foreboding and to agitation over the probable disastrous effects of these new regulations upon the conduct or the profitability of their businesses. A tendency has, however, been noted in recent months for certain factors, both in industry and among the associations and journals representative of segments of industry, to permit panic as to the consequences of these Acts to overrun any tendency towards a logical analysis of the provisions of these laws and of the possibility of securing adjustments in regulations or in the Bills themselves if provisions should be onerous.

It may be well, therefore, to examine the background of this legislation with a view towards evaluating the forces behind the present Bills. Such an evaluation may serve as a guide to any discussions of regulations or of amendments, if such should later be proposed.

PROBLEMS OF COMPLIANCE

The most immediate problem confronting a majority of manufacturers in all three of the major industry groups concerned with the Federal Food, Drug and Cosmetic Act has been compliance with the labeling provisions of the law. The promulgation, last December 23, of regu-

Federal Personnel Concerned with the Food, Drug and Cosmetic Act

Secretary of Agriculture: Henry A. Wallace

Food, Drug and Cosmetic Administration:

Chief: W. G. Campbell

Assistant Chief: P. B. Dunbar

Assistant to the Chief: F. B. Linton

Chief Educational Officer: Ruth de F. Lamb

Interstate Division: C. W. Crawford

Import Division: A. E. Taylor

Division of State Cooperation: W. S. Frisbie

Drug Division: T. G. Klumpp

Food Division: W. B. White

Insecticide Division: C. C. McDonnell

Microanalytical Division: B. J. Howard

Naval Stores Division: Vacancy

Division of Pharmacology: H. O. Calvery

Vitamin Division: E. M. Nelson

Color Certification Section: H. T. Herrick

Cosmetics Division: R. S. Pruitt

Food Standards Committee:

Representatives from the Association of Official Agricultural Chemists: C. D. Howard, Director and Chief, Division of Chemistry and Sanitation, State Board of Health, Concord, N. H.; Guy G. Frary, State Chemist, Vermillion, S. Dak.

Representatives from the Association of Dairy, Food and Drug Officials of the United States: J. J. Taylor, State Chemist, Dept. of Agriculture, Tallahassee, Fla.; Mrs. F. C. Dugan, Director, Bureau of Foods, Drugs and Hotels, State Board of Health, Louisville, Ky.

Representatives from the Food and Drug Administration: W. B. White, Chief, Food Division; W. S. Frisbie, Chief, Division of State Cooperation.

lations regarding labeling, has served to a degree to clarify doubts which had formerly existed regarding these provisions and most manufacturers are now proceeding to attempt to apply the new rules to their own labeling problems, so that they may produce their new labels in compliance with the Act.

There is some doubt still existing as to whether merchandise in the hands of wholesalers or retailers, bearing old labels, will still be "legal" or salable when the labeling provisions of the Act come into full effect on June 25, 1939. Most manufacturers, it would seem, are attempting to clean up old stocks well in advance of this date, so as to avoid the possibility of merchandise being returned by dealers as unsalable under the law.

It is interesting to note, in this respect, that the old "Wiley" Act gave only six months' leeway for label change and that manufacturers and associations requested periods of grace ranging from eighteen months to two and a half years and more, when the subject was discussed at hearings prior to the passage of the Act. The present Act, enacted June 25, 1938, gave twelve months' grace for the consumption of old labels, but the regulations promulgated December 23, 1938, gave only about six months for the manufacture and application of new labels which comply with the Act.

The interest which all parties concerned have concentrated upon the labeling provisions of the Act has tended to obscure some of the other provisions which may, in the end, greatly affect packaging and packaging practices. One provision—repeated in the food, drug and cosmetic chapters of the Act—declares that a food, or drug, or cosmetic may be deemed misbranded if its container is so made, formed or filled as to be misleading. This problem is now beginning to receive far more attention as manufacturers begin to realize its possible implications. Its inclusion in the Act arises from the practices which some manufacturers indulged in, prior to the passage of the new law, of so designing their containers with false bottoms or deep panels as to convey an erroneous impression as to the quantity of merchandise held within the container.

Thus an examination of the exhibits in the museum of the Food and Drug Administration (the well publicized Chamber of Horrors) may serve as a partial guide as to what may eventually be interpreted as misleading. Here one will find fibre cans, containing pop corn or similar products, equipped with conical inserts resting on the bottom of the can and occupying as much as one-fifth of the enclosed container space, to the displacement of the merchandise which, from the outside, would seem to be contained therein. One will find, also, glass containers, for vanilla and similar products, with walls so thick as to prevent the insertion of more than a small fraction of the liquid content which, to the eye, would seem to be contained within the package. One will find, also, sifter top spice cans filled to only one-third or one-half the height of the can. Manufacturers may prepare themselves now to fall under the condemnation of the law if they, in the future, indulge in such deceptions.

But these have always been borderline cases and they

do not serve to allay all the worries of the honest manufacturer who does not know quite how far the Administration will go in its interpretation of "misleading."

Food and drug officials, when interviewed by Modern Packaging, have stated that it is impossible at the present time to lay down any rules as to what is, or is not, misleading. The spokesmen for the Administration have stated that each package, or class of package, will be considered on its merits as cases arise.

At the present time manufacturers must judge for themselves—with perhaps previous experience under state and local regulations as a guide—whether their individual packages fall under the particular group of provisions.

> Another group of provisions permits the Administration "to enter any factory, warehouse or establishment in which food, drugs, devices or cosmetics are manufactured, processed, packed or held, for introduction into interstate commerce or are held after such introduction or to enter any vehicle being used to transport or hold such food, drugs, devices or cosmetics in interstate commerce; and to inspect, at reasonable times, such factory, warehouse, establishment or vehicle and all pertinent equipment, finished and unfinished materials, containers and labeling thereon." (Section 704)

Section 404 of the Act permits the Secretary of Agriculture, after investigation which discloses contamination by micro-organisms during manufacture, processing or packaging, to promulgate regulations providing for the issuance, to manufacturers, processors or packers, of permits to which shall be attached such conditions governing the manufacture, processing or packing of such class of food, for such temporary period of time, as may be necessary to protect the public health.

Under these two provisions it would seem that the Secretary of Agriculture and the Food and Drug Administration are both empowered and instructed to enforce any regulations they may deem necessary which will protect the public health where evidence of previous contamination by micro-organisms has been disclosed. Under this provision it would seem that it may, on occasion, become necessary for the Administration to prescribe methods of sanitation for containers used in such "permit factories" and where such sterilizing steps are not possible, because of the nature of the container, to actually forbid the use of such containers and demand the use of containers complying with the regulations. Here, however, manufacturers need have no immediate fears, since the entire train of regulations is dependent upon the occurrence of contamination due to micro-organisms in a particular field of food packaging.

When such contamination did occur—as in the ripe olive industry—some years ago, the widespread publicity attendant upon the disclosure of such contamination injured the entire industry, although only a small segment of the industry was actually guilty of placing contaminated foods into the channels of trade. At that time, a group of provisions such as cited above would have permitted other manufacturers to disclose the fact that their products complied with Federal regulations.

If such instances should again occur, the punishment in publicity for the "sins" of one manufacturer will, it is predicted, not fall upon the heads of all others engaged in producing the same type of goods. All of this, of course, pre-supposes a judicious and temperate analysis of provisions which place great power into the hands of those entrusted with the administration of the Act.

HISTORY REPEATS, OR DOES IT?

It is interesting to refer back some 33 years, to the period just prior to and subsequent to the passage of the "Wiley" Act of 1906. At that time many of the provisions of that far less stringent Bill were declared to be completely destructive of business and to impose conditions upon manufacturers with which they could not possibly comply nor in conscience be expected to attempt compliance.

That Act was designed to eliminate a certain type of manufacturer and certain types of practices and in so far as it did eliminate such undesired manufacturers and practices it was deliberately destructive of businesses held to be operating in a manner against the public interest.

But for the vast majority of manufacturers in the food and drug industries, the Act proved to be almost a blessing in disguise. It eliminated some of the most unfair forms of competition, particularly in respect to therapeutic or curative claims. It re-established, to a high degree, public confidence in the food and drug industries which had been sadly shaken in the years immediately preceding the passage of the "Wiley" Act, not by the actions of the industries as a whole but by the actions of a small "lunatic fringe" who had worked not only against the public interest but against the interests of the food and drug industries at large.

While many of its provisions—such as the provision requiring label changes within six months of the passage of the Act—proved burdensome upon all manufacturers—they soon managed to adjust themselves to the Act as one of the necessary conditions of interstate commerce. Most manufacturers found that they vastly preferred Federal regulation to the existing and contradictory regulations which had, up to 1906, sprung up in some 43 of the 48 States. To a certain degree, the "Wiley" Act was accepted and even endorsed by interstate business as a means of bringing some order to a system of State and local regulation which, because of contradiction between the States, was proving extremely burdensome to the reputable manufacturers.

All this happened some 32 years ago and so complete was industry's adjustment to the Wiley legislation that current discussions of new Acts—which have been going on since the introduction of the "Tugwell" Bill in 1934—fail almost entirely to reflect any recollection of industry's experience in adjusting to the Act of 1906.

The two new Acts (Federal Food, Drug and Cosmetic

and Wheeler-Lea) did not reach the Statute books as pieces of hastily drawn New Deal legislation. Both passed through very extensive hearings in several successive sessions of Congress. Both represent a final balance achieved between the pressure of various groups proposing or opposing regulation in general, or certain aspects of proposed regulations. While neither Act has been judged as to its partial or total Constitutionality, both follow well established precedents in almost every provision and it may, therefore, be fairly well anticipated that for some time to come these Acts will continue without extensive amendment. On the other hand, the new Bills represent a partial victory of various powerful consumer groups, including the major women's organizations of the country and including, also, certain groups of both retailers and manufacturers. In some respects, both Bills represent the desires not only of these groups but of the vast majority of manufacturers in the food, drug and cosmetic industries.

Other provisions of the Bills are far less restrictive, as passed, than they would have been if passed as originally proposed. Here the two Acts represent the arguments and the pressure brought to bear, by various manufacturers and manufacturers' associations as well as by retailers and others, in an effort to eliminate from this legislation provisions which were deemed onerous, ill-advised or impossible to comply with.

Thus it may fairly be suggested that the Acts now on the Statute books represent a balance of pressure and desires from all groups concerned which Congress finally reached after much travail and which the Congresses of the immediate future are not likely to carelessly unbalance until the present Acts have had a chance to disclose any weaknesses that may exist within them or any injustices they may impose in the course of their actual application during the next few years.

ADMINISTRATION

Manufacturers are, therefore, more concerned with the manner in which these Acts will be administered than with any attempt to secure additional changes in them. They have been seeking some guide as to the attitude of both the Food, Drug and Cosmetic Administration of the Department of Agriculture and of the Federal Trade Commission which administer respectively the Food, Drug and Cosmetic Acts and the Wheeler-Lea amendments.

It is in the nature of Administrative bodies to avoid formal declarations of policy and formal statements of what may and may not be done under any given law. This procedure may prove disquieting to some who seek a quick answer to their questions, but it arises very naturally from the experience of Administrations with earlier Acts. Administrators know that "declaratory judgments" regarding hypothetical problems posed by a law may not only commit them to future policies which may have to be changed when additional facts are discovered, but that declaratory opinions may later lead to infinite complications in the courts and in the enforcement of the Act which is entrusted to their care.

In the case of the Food and Drug Administration, manufacturers have, for the most part, been referred back to the Act when questions of this sort were raised. The Act provides that the Secretary of Agriculture shall issue regulations clarifying certain provisions of the Act. Such regulations are issued, or will be issued, after hearings have been held where the law demands them.

The Secretary of Agriculture has, in fact, gone a step beyond the literal requirements of the Act in consulting the general public before issuing the regulations regarding labeling.*

But in respect to many other questions the Administration has, up to date, not felt it either necessary or desirable to explain, interpret or give an advance okey to any packages, manufacturing procedures or other actions which may or may not finally prove subject to restriction by the law.

This attitude of the Administration, while understandable, has left many a manufacturer in a quandary between his desire to retain present methods of operation and his desire to comply with a complicated law and to avoid the penalties, economic and criminal, of non-compliance.

Here manufacturers must guide themselves by very much the same principles and must take very much the same actions for their own practices which are customary in respect to any other regulatory law. Wise ones will avoid the fly-by-night advisory services which have already in many instances sprung up to capitalize upon the confusion which the new Act will temporarily introduce. They will rely upon the advice of legal counsel, experienced in practice before the Food and Drug Administration or the Federal Trade Commission. In many an instance they will have to be guided by their own interpretations of the import of the various provisions of both Acts and simply hope for the best.

Such confusion is, of course, extremely disquieting but it cannot be set aside by the sort of agitation which assumes that industry is here confronted with proposed legislation. Such agitation will not affect the validity or the stringency of any of the provisions of the new laws, which are not in the "proposed" stage, but have been passed by very substantial majorities after long consideration by Congress. An excellent guide to the intent of the various provisions in the law may be secured through the study of the hearings which preceded the passage of both Acts and between such study, competent legal advice and the cooperation—to the extent that it may be available—of Administrative officials, most manufacturers will manage to comply with the Act with, perhaps, a bit of difficulty here or there, but without any major dislocations.

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* See Modern Packaging, January 1939, pages 48, 50, 54.

ONCOMING STATE LAWS

While the majority of manufacturers have been trying to quietly comply with the new Food, Drug and Cosmetic Act the general tendency has been to ignore a new development coming in the form of State Food, Drug and Cosmetic Acts.

Here history is reversing itself. The "Wiley" Act was passed after some 43 States had enacted their own regulatory legislation along conflicting lines. It thus superseded such State Acts and, where it didn't do so, most States brought their regulations into compliance.

In contrast, the present day sees the Federal Food, Drug and Cosmetic Act enacted prior to the adoption by the various States of local acts regulating intra-state commerce along similar lines. The new State acts will probably have a high degree of uniformity, both with each other and with the Federal Act.

A model or uniform State Food, Drug and Cosmetic Bill has been drafted by a committee of the Association of Food and Drug officials of the United States and will undoubtedly be introduced into the legislatures of most of the 44 States which meet this year.

Another model bill has been approved by the National Drug Trade Conference to cover drugs, devices and cosmetics and this, as well as several other alternative acts, will probably also be introduced.

Up to the 20th of January, with most legislatures in their organizational stages, the following actions in respect to such legislation have already been noted.

1. Connecticut—E. G. Woodward, commissioner of the State Dairy and Food Commission, has announced that a new Food, Drug and Cosmetic Act will be introduced. A new beverage law, more in conformity with National regulations, is also being proposed.
2. Delaware—Dr. A. C. Jost, executive secretary of the State Board of Health, is stressing the need of legislation providing supervision over conditions under which food is prepared and examination of those engaged in food preparation.
3. Indiana—Governor M. Clifford Townsend, in his opening address to the legislature, urged revision of the State Food and Drug Act to provide increased control over the production, manufacture, handling and sale of foods, drugs, cosmetics and therapeutic devices. Until now, Indiana officials have not had control over cosmetics in regard to adulteration and misbranding.
4. Maryland—State food and drug officials are preparing a measure to bring *(Continued on page 60)*

Officals Administering State Regulatory Legislation

Alabama.—Supervisor, Division of Agricultural Chemistry, Department of Agriculture and Industries, Montgomery.

Arizona.—Director, State Laboratory, Tucson. State Dairy Commissioner, Phoenix.

Arkansas.—State Health Commissioner, Little Rock. Inspector, State Board of Pharmacy, Little Rock.

California.—Chief, Bureau of Food & Drug Inspection, State Department of Public Health, San Francisco. Chief, Dairy Control, Department of Agriculture, Sacramento.

Colorado.—Secretary, State Board of Health, Denver. State Dairy Commissioner, Denver.

Connecticut.—State Dairy and Food Commissioner, Hartford. State Chemist, Agricultural Experimental Station, New Haven.

Delaware.—State Health Officer, Dover. Chemist, State Board of Agriculture, Dover.

District of Columbia.—Health Officer, D. C.

Florida.—Commissioner of Agriculture, Tallahassee. State Chemist, Tallahassee.

Georgia.—Commissioner of Agriculture, Atlanta. State Chemist, Atlanta.

Hawaii.—Food Commissioner, Honolulu.

Idaho.—Commissioner of Public Health, Boise. State Chemist, Boise.

Illinois.—Superintendent, Division of Foods & Dairies, Department of Agriculture, 228 South Wabash Ave., Chicago.

Indiana.—Director, Food & Drug Bureau, State Board of Health, Indianapolis. Director, Bureau of Dairy Products, State Board of Health, Indianapolis.

Iowa.—Secretary of Agriculture, Des Moines. Chief Chemist, Department of Agriculture, Des Moines.

Kansas.—Secretary, State Board of Health, Topeka. Chief Food & Drug Inspector, State Board of Health, Topeka.

Kentucky.—Director, Bureau of Foods, Drugs & Hotels, State Department of Health, Louisville.

(Continued on page 64)

Above: The Torkflash box utilizes riveted metal hinges and snap lock to achieve extreme sturdiness. Molded cover and base are designed to provide a tight supporting seat for the delicate instrument. Left: When closed the chest makes an extremely fine appearance with trade mark and company name unobtrusively but attractively embossed on the red plastic top.

PLASTIC PRECISION TOOL CASE

To the average man, a wrench is only a wrench. To the highly skilled automotive mechanic, however, a wrench may be any one of 150 different tools, each specially devised to meet some particular special requirement or to facilitate the adjustment of perhaps some single nut, or series of nuts, on a car. There are hand-driven wrenches, motor-driven wrenches, ratchet wrenches, and only the motor men know how many other types. But peer among them all, as a precision instrument, is the tension indicating wrench which permits the mechanic to make certain that each bolt he tightens is adjusted to exactly the proper tension required for the ideal performance of the parts concerned. No cast iron "tool" is this, to be lightly thrown into the bag with the hammers and cold chisels, for a tension wrench is a precision tool, delicate, expensive and worthy of the finest care a mechanic can give to his best tools.

In bringing out a new tension indicating wrench in the face of an already established market, the Blackhawk Manufacturing Co. felt that it was necessary to provide a merchandising unit that would emphasize the quality of the product and help preserve this quality, both up to the time of sale and for the long years after that while the instrument serves its mechanic owner.

The company's previous experience had proved that complete and well designed chests for wrenches were definitely preferred by mechanics who take considerable pride in their tools and, following this chain of reasoning, the company planned an especially attractive and especially protective package (*Continued on page 100*)

PERPETUAL REDESIGN PROGRAM

Carson Pirie Scott & Co. reports on 250 additional package revisions in 1938

Continuing a packaging revision program started in 1935 and designed to eventually involve every one of literally thousands of branded items, Carson Pirie Scott & Co. have this year developed some 250 revised packages, several of which have outstanding features not noted when this line was first treated in the December 1937 issue of Modern Packaging.

The basic principles discussed at that time—mostly simplification of design, the development of features of sales clerk and consumer convenience and the development of recognition color schemes—have, of course, been continued as the packaging activities of the company's advertising department have expanded.

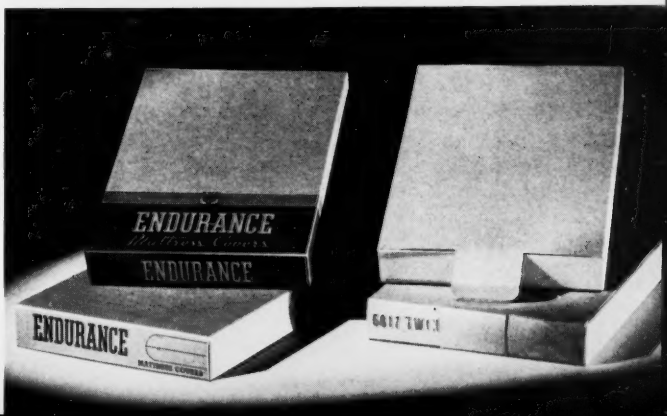
In an attempt to overcome objections which were felt to apply to the use of transparent bags or envelopes, the company developed a cardboard girdle folder for individually packed garments, equipped with a window of printed transparent sheeting so designed as to permit a portion of the actual girdle fabric to show through as an integral part of the illustration. This treatment was used to carry out the idea that Mandalay girdles, packed in this container, were available in three styles of different lengths. A size chart is printed on the back of the folder and arranged in such a way that the consumer can immediately select the proper garment to fit her individual figure. A special safety lock has been used on this folder to permit positive locking and easy opening for inspection by the consumer at the point of sale.

For an utterly different type of product—individually packed muslin mattress covers—a shelf container was developed to replace formerly unprinted containers with a design which would tie-in with the rest of the company's lines yet one which would, at the same time, permit of extremely economical production.

A one-color printing on colored kraft, jute lined board provided a two-color effect which definitely stepped up the character of these packages. By running the grain of the board lengthwise on the bottoms with end walls glued and by running the grain crosswise on the covers with side walls glued, the company was able to use a board of as light a weight as 24 (*Continued on page 100*)

1

2



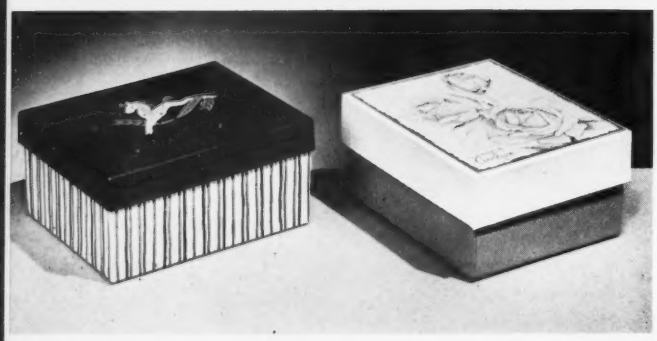
3

1. Old and new Garland snap fastener packages show a remarkable contrast. Note that end label information has been re-positioned to make certain that box top faces consumer when end label faces clerk. **2.** Printed transparent sheeting is used to display the texture of the Mandalay girdle. Note size chart on rear face. **3.** New vs. old in the packages for Endurance mattress covers, a low price item requiring a low cost package.

PACKAGING PAGEANT

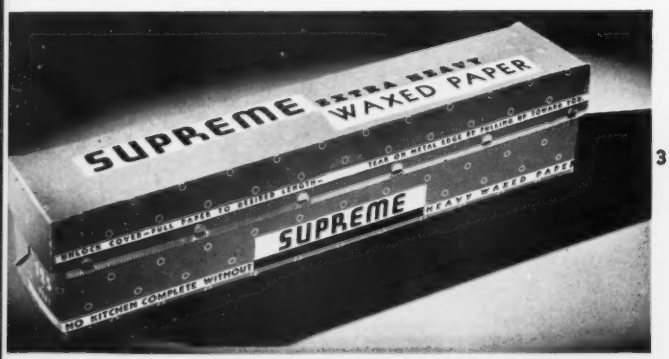
1

1. In line with a growing tendency to incorporate user convenience features when redesigning packages, the J. Hungerford Smith Co. has replanned its containers for fountain fruit mixtures. Shown at the right in the illustration is the old type jar as contrasted with the redesigned packages, above and left. Note the lithographed screw caps. The containers are designed with an adequate base and opening to insure ease of filling and removal of contents. Containers and lithographed caps designed and manufactured by the Hazel-Atlas Glass Co.



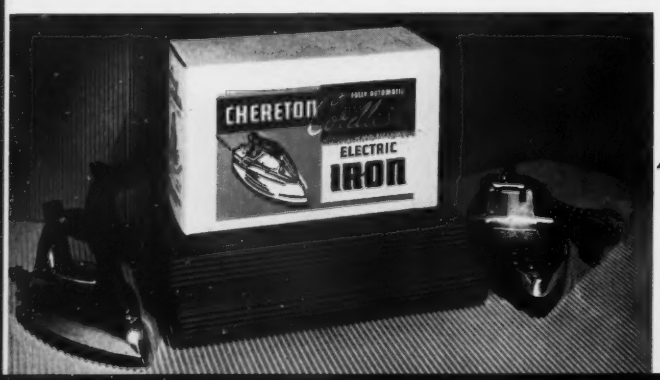
2

2. Set-up boxes for Eaton stationery which combine pleasant color schemes with equally pleasant design motifs. Company name takes a subordinate position in the design plan, thereby making the boxes desirable for a position on top of the desk in the home rather than in the desk drawer. Colors used on the containers, in each case, match the color of note paper packaged within.



3

3. An improved product and an improved container. Poster type treatment achieves display values for the container while constructional ingenuity provides convenience in use for the consumer. A metal knife edge enables the housewife to neatly and quickly cut off a desired length of waxed paper. The lid locks in place and is easily opened so that the blade is exposed for cutting purposes. Package designed by Erik Hans Krause.



4

4. An attractive shelf display package figures prominently in the program planned to introduce the new Chereton Cordless Iron. The unit is factory packed in a corrugated box which requires no additional wrapping or packaging. Bright colors and modern layout feature the package design. Interior packaging consists of only two corrugated units, skillfully engineered to hold both iron

5

and base firmly and snugly in the container. Manufactured by The Hinde & Dauch Paper Co.

5. The Texas Oyster Assn. sought to have its members market their oysters in a package which would not only bear the statement that the contents had been produced in a "certified" plant, under State supervision, but would reflect, by its appearance, that the contents had been produced and packaged under the most sanitary and hygienic methods possible. The lithographed tin can, here illustrated, would seem to accomplish the desired effects. Container designed and manufactured by the American Can Co. Southern.

6. It's not Creme de Menthe really, but Bath Liqueur, Jeurelle's latest bath luxury. A typical brandy bottle is utilized, topped with yellow chamois and bound with heavy green cord. The attractive label, designed like a royal crest, has as its color scheme dubonnet, gold and green. Bath Liqueur is packed for shipping in a wooden box containing excelsior.

7. Creole Pecan Pralines is a confection for which the city of New Orleans is famed. Since it is purchased almost exclusively by visitors and tourists, Katz & Besthoff, Ltd., adopted a package which would exemplify the atmosphere of the old city. Light line illustrations of sights and scenes typical of New Orleans thus form the design motif for the container. This carton replaces plain corrugated paper, formerly used on single pralines and consequently not only bulky but expensive. The new individual cardboard carton eliminates this costly bother and expense.

8. A general family resemblance but marked differentiation of detail characterize the new cans for the Whiz products of the R. M. Hollingshead Corp. The contrast between the white upper portion and the lower colored panel and the reproduction of the Whiz trade mark is carried throughout the line. Particularly interesting is the use of a photographic reproduction of a rusty bolt to visualize the function of "Loosen-All," one of the products in the Hollingshead line.

9. Silverware chests are becoming increasingly streamlined in appearance, as witness these three fabricated for the Oneida Community Ltd. by the Wilder Manufacturing Co. Note the use of two and three tone effects in wood veneers.

6

7

8

9

PACKAGING PAGEANT

10

10. A modern design, printed in pleasing colors against a purple basketweave background pattern, gives a smart appearance to the new shipping container for E and K brand wines. The shipping case is part of a packaging plan that includes the use of inner cartons holding a four-bottle assortment of popular wines. Shipping container by the Hinde & Dauch Paper Co.

11

11. A group of packages, differing in design treatment yet retaining family resemblance. Fink Roselieve Co., Inc., achieves this unity of appearance by utilizing the company trade mark in prominent position on each of the cartons. Designed and manufactured by Robert Gair Co., Inc.

12. A travel dusting powder box which would seem to be an admirable gift for the woman "on the go." It's a box of dusting powder with a completely separate compartment for the puff.

12

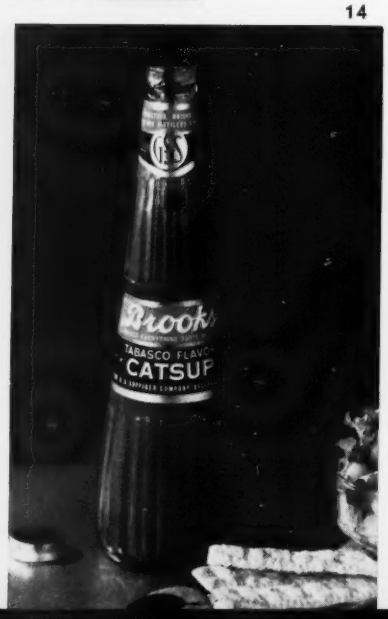
13. In the foreground may be seen the new carton adopted by the Loose Wiles Biscuit Co. for its Sunshine Saltines as contrasted to the old carton. A four-color design is utilized on the new packages as compared to the two-color design on the old. Appetite appeal and shelf dominance has thus been increased. Taste appeal is further achieved through photographic reproduction of the saltines. Designed by Gair Creative Design, Robert Gair Co., Inc.

14. Distinctive in appearance and convenient to handle, the Brooks tabasco flavor catsup container offers eye appeal and usage appeal as well as easier handling in the manufacturing process. The fluted side is straightened out at the base, permitting the bottles to bear against each other on the filling line. Bottle by the Owens-Illinois Glass Co.

15. Six occasional plates patterned with American historical etchings are packed in this container, designed to promote American made china and to convey an American atmosphere. Appropriately, red, white and blue is the color scheme. The unit is sealed and ready for shipment, space being provided for the insertion of name and address. Designed by Helen F. Graley for the Onondaga Pottery Co. Container by the Spencer Folding Box Co.

13

14



15

Front and back of Valentine cans use and emphasize French wording and a tricolor color scheme to build a French atmosphere for this domestic product.

"FRENCHIFIED"—WITH A PURPOSE

Domestic cans for a domestic market—but Valentine & Co. uses French to emphasize the nature of its product

Valentine & Co., Inc., is an old and well recognized paint manufacturing house, with establishments in New York, Chicago, Minneapolis, Boston and Detroit, and a complete line of paints to serve many purposes. All the more surprising, then, is the appearance of a new series of Valentine-sponsored packages in a container bearing not one word of English on the front label face and carrying French as well as English instructions and descriptions on its rear face.

No attempt at fraud or deception is here involved, for the company has gone to great pains to make clear that the product is in fact manufactured in the United States. Detailed and legible phrasing to this effect is incorporated in the descriptions on every package. The purpose, rather, was to emphasize, in an unmistakable fashion, the fact that this enamel product is made "under the secret French formula which is controlled exclusively by Valentine & Co."

To emphasize the foreignness of the package and the unusual nature of the product, the design called for a series of containers of an appearance which would qualify them for position on the shelves of any perfume-cosmetic department in Fifth Avenue's finest stores. Obviously so great a difference from the appearance of the usual paint can serves to give them an unmatched degree of attractive value and eye appeal when placed in juxtaposition with such containers in even the finest of hardware or paint stores.

The packages, in design, layout and color, have been given a French touch. The cans themselves are enameled in a bright blue, with labels in red and blue on a white background and cellophane over-labels used to provide further sheen to the package. A tear-strip type of silvery metal closure is utilized and this, in turn, is sealed in place with a bright red satin ribbon held in position by silver seals at three points. Each (*Continued on page 90*)

UNIFIED LABELING

ties together the many shapes and sizes of jars for Cain products

From a small beginning some twenty years ago and with a business confined to the Boston area, the John E. Cain Co. has grown so that its present distribution not only blankets New England but covers much of New York State and various other territories. From a single item, there has been an expansion into a complete and varied line of packaged delicacies. The leader, Cain's Mastermixt mayonnaise, does not appear alone on the grocer's shelves or counter but is accompanied by mustard pickle, French dressing sauce, Russian dressing, salad dressing, tartar sauce, sandwich spread, horse radish, picalilli, various relishes, pickles and cheeses.

As might be expected, these products in bottles and jars represent a considerable variety in sizes and shapes of labels as well as labeled tops or closures. While label revisions, aimed to make individual products more legible, visible or pleasing, have been made from time to time, it is only within the past year that the label problem was approached from the broad viewpoint of a complete and related line of products.

Calling in Designer Arthur S. Allen, the company sought a new style of label that would be planned for the line as a whole and which would permit later items to be incorporated into the line without constantly presenting new and complicated problems. The new labels, as developed for the line, use varying color schemes to distinguish differing products. They have, however, a number of elements so obviously in common as to result in a unified appearance and recognizability for the entire group despite color differences. Basic to the new design is a plan of shading of color, with the lightest tones at the edge of the label shading in to two centralized panels, one bearing the Cain name in reverse white lettering and the other bearing the product identification and other data necessary on the labels of packages of this type.

Needless to say, many other details have been rendered

uniform, including the manner of lettering product and company names and including, as a general thing, the shape of the labels. These are almost without exception rectangular in shape, the elaborate and non-uniform die-cuts of the older labels having been discarded. On slant walled bottles, the sides of the labels converge somewhat toward the top to provide a more pleasing appearance than would be gained if a truly rectangular label were used on such jars.

The company was faced with more than ordinary difficulties in the daily mechanics of labeling its products. There is no uniformity in the size or shape of jars and bottles. Mayonnaise, salad dressing and some relishes are packed in the customary quart, pint or half-pint jars, but mustard pickles (1880 style) are packed in a globular, old fashioned bottle, while horse radish goes into a bottle of quite different proportions. All of this, naturally, means that the filling, capping and labeling line of machinery has to be not only modern but flexible. It must be possible to adjust the machinery very quickly and easily to change, let us say, from the filling, capping and labeling of mayonnaise to similar operations for horse radish. Time required for these changes and adjustments is a highly important element in production costs, since a number of hands may be idle while the readjustments are made. Hence the time needed for such changes is figured in split seconds instead of minutes.

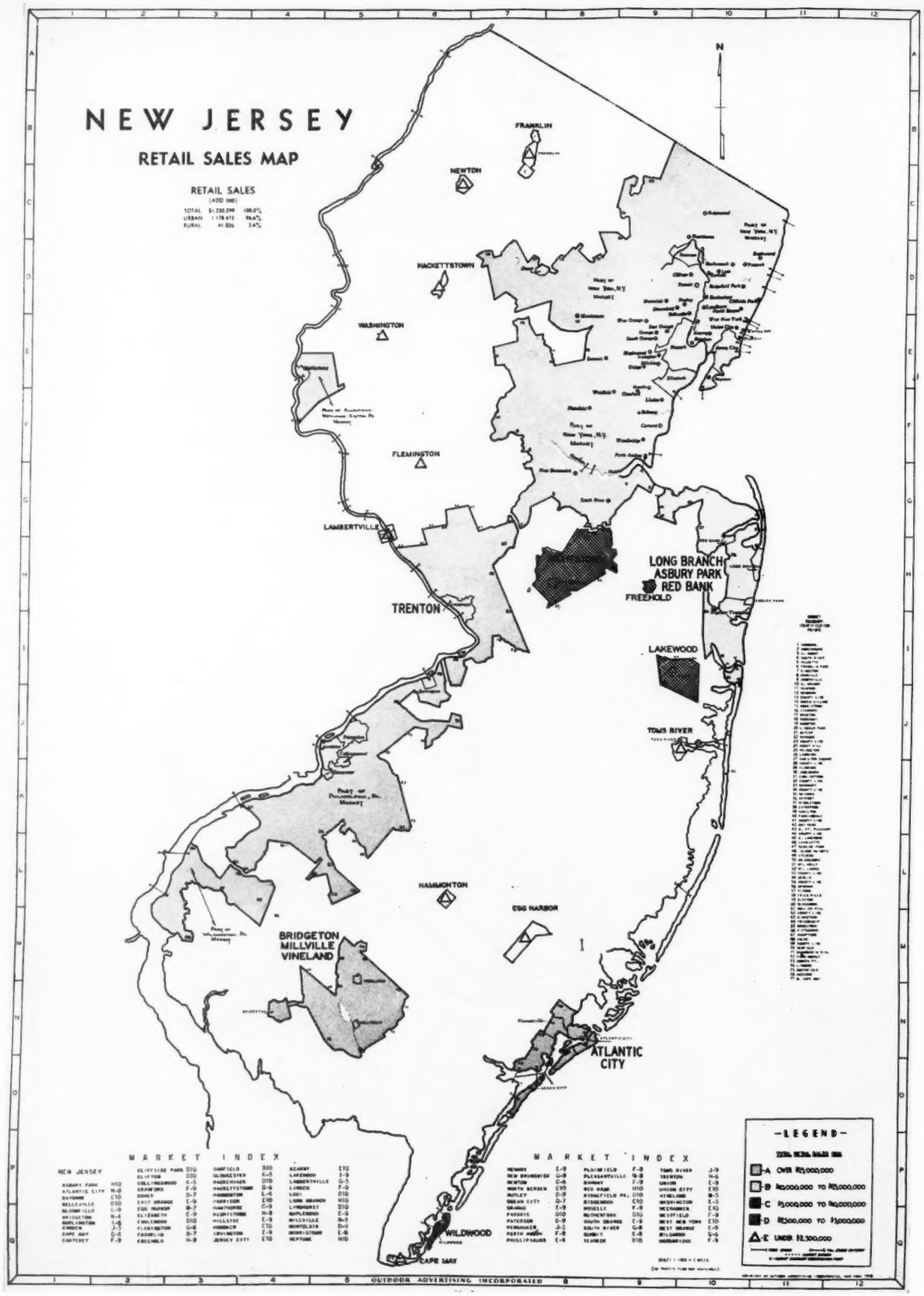
A further element of difficulty in respect to labeling is found in the necessity for producing the products on an almost daily short-run basis, essential in the preservation of product freshness. The products are delivered to the grocers on daily routes by fleets of trucks operating throughout the company's entire market area. Thus it is not possible for the company to pile up surpluses or to utilize slack sales seasons to accumulate warehouse reserves against peak sales seasons. Naturally, this condition involves serious headaches for the production department, headaches which have been substantially simplified by the simplification involved in the change of labels and particularly by the elimination of odd-shaped or odd-sized labels.

The filling, capping and labeling lines are arranged two in parallel, so that both may operate simultaneously or so that a part of one line may be operated and the moving products then conveyed to the second line.

Incoming jars or bottles are subjected to air exhaust to remove any possible dust, chipped glass or other contamination and are then gang filled, the filling being from the bottom of the bottle or jar to prevent trapping of air. The filled containers then pass in single file to the capping machines, where the closure is made automatically. They then proceed to an automatic rotary labeler which completes the operation on each container. The jars pass onward to packing tables and thence to the shipping dock. The entire packaging line is equipped with automatic stops and releases which operate whenever a jar is tipped or becomes jammed.

Credit: Labels made by American Colortype Co.

The many shapes, color schemes and sizes used on the various Cain products, as illustrated in their former dress at the left, have now been converted into a single series of labels having marked features of family relationship and far greater shelf visibility. Jar caps have likewise been made uniform and utilize the same "shading off" scheme which characterizes the color panels of the labels.


NEW JERSEY
RETAIL SALES MAP
RETAIL SALES
(ADD 000)
TOTAL $1,220,299 100.0%
URBAN 1,178,413 96.6%
RURAL 41,886 3.4%
FRANKLIN
NEWTON
HACKETTSTOWN
WASHINGTON
FLEMINGTON
LAMBERTVILLE
TRENTON
LONG BRANCH
ASBURY PARK
RED BANK
FREEHOLD
LAKEWOOD
TOMS RIVER
HAMMONTON
EGG HARBOR
BRIDGETON
MILLVILLE
VINELAND
ATLANTIC CITY
WILDWOOD
CAPE MAY
MARKET INDEX
MARKET INDEX
-LEGEND-
A OVER $5,000,000
B $2,000,000 TO $5,000,000
C $1,000,000 TO $2,000,000
D $500,000 TO $1,000,000
E UNDER $500,000
OUTDOOR ADVERTISING INCORPORATED

URBAN MARKETS AND RETAIL SALES

Data of wide interest to packagers presented in a new market study

A monumentally complete study of 1901 major urban market areas has recently been completed by John E. Brennan, director of market research of Outdoor Advertising, Inc.* Although the survey is published by the national sales representative of the major outdoor advertising companies, the content does not concern itself with this media alone or with any advertising media as such, but, rather, seeks to present the essential market facts which will permit advertisers to use all media with effectiveness in selected areas and at selected times.

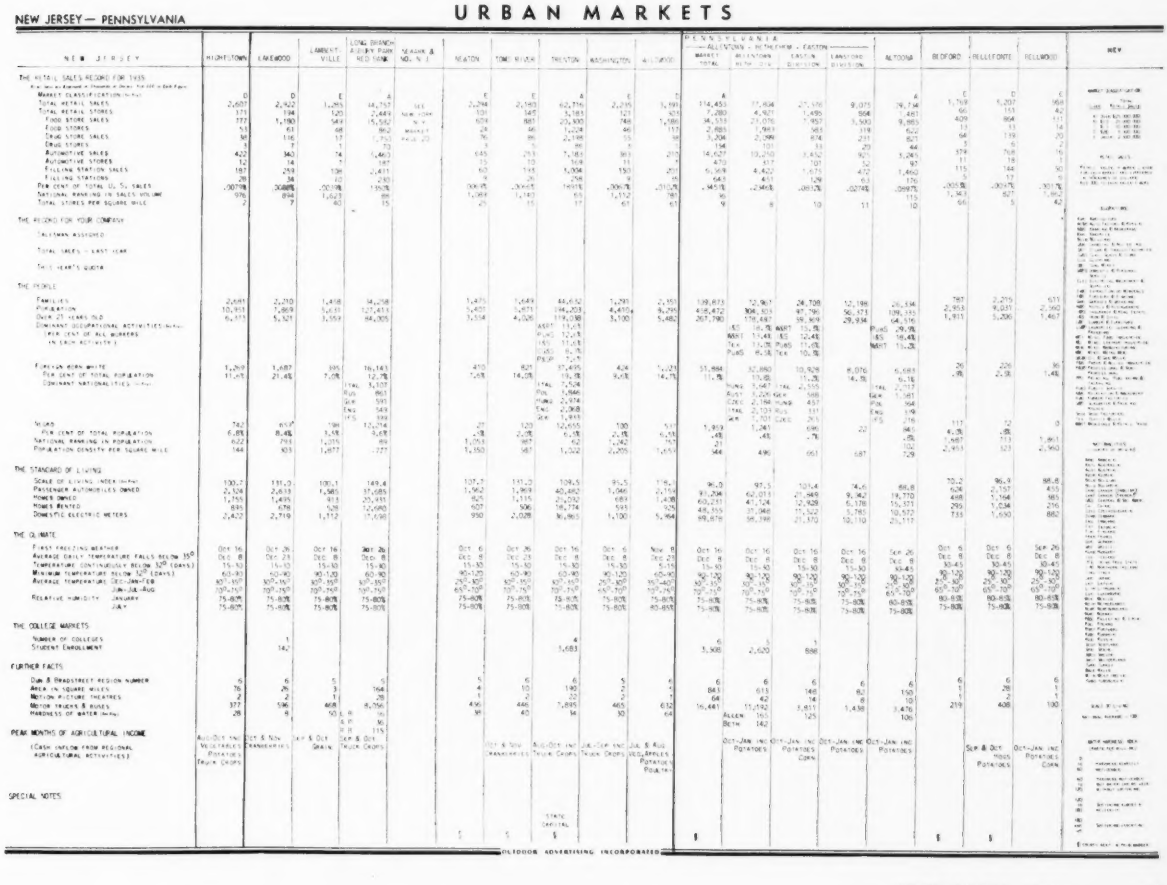
Of major importance is the system of defining markets utilized in this survey. Ordinary political subdivisions have long been recognized as providing very inaccurate market boundaries. Thus no marketing plan would fail to combine the figures for Minneapolis and St. Paul, nor to recognize the economic and social ties which bind together such places as St. Louis, Mo., and East St. Louis, Ill.; Philadelphia, Pa., and Camden, N. J.; Kansas City, Kan., and Kansas City, Mo.

However, there are many other borderline cases where the relationship between a central market point and its surrounding satellite cities is not immediately obvious. "The principle applied in this study," the report states, "is simply to first mark out masses of people, rather than any particular political units. Then, with a new boundary established, all the retail sales figures for the several communities within the specified area may be easily combined.

(Continued on page 96)

* "Urban Markets and Retail Sales," 214 pages, 25 in. by 18 in. with numerous maps in full color. Price, $100.

Below is seen a reproduction of a typical data page from "Urban Markets and Retail Sales." On the opposite page is a typical market map. Note how the map emphasizes market areas rather than individual towns or geographic divisions.


NEW JERSEY — PENNSYLVANIA

URBAN MARKETS

Is Your Package Too Costly?

OR CAN YOU "SELL" ITS COST AS A CONSUMER ADVANTAGE?

In the early years of packaging, manufacturers were most keenly aware of the supposed consumer resistance to expensive packages. So strong was this resistance believed to be that many manufacturers long delayed taking advantage of the possibilities offered by the newer developments in packaging, simply because they felt that the consumer would not accept the new package but would prefer some older, more familiar and seemingly less expensive form of container under the supposition that by purchasing this latter type, he or she would be receiving more product and less package for a given expenditure.

During the 1920's, this tradition went by the board and in its place appeared a tendency toward exactly the opposite in packaging practice. The boom of the late 20's saw the beginning of the error of the "gadget" package with the introduction of elaborate re-use containers which consumers seemed, for a time, to be willing to buy in practically every merchandise field. In more recent years, both consumers and manufacturers having become extremely price conscious, the trend was again reversed to a degree and the elaborate package continued to exist profitably, principally in the luxury and semi-luxury fields.

The development of new packaging techniques, however, has resulted in the introduction of comparatively complicated, elaborate or costly packages into the more staple food and drug fields and into other such equally staple, non-luxury industries as the hardware, automobile accessory, tool and garden supplies, farm supplies and stationery fields. Such packages were utilized as a means of providing use values to the consumer. They provided greater protection for the product and thus lowered spoilage and hence costs. They provided for more convenient use of the product and thus eliminated waste and again lowered consumer costs.

Yet, despite these advantages, it was quite natural for the wary consumer to look askance at any package elaboration which he or she could not readily understand. This attitude is particularly true in the case of organized consumer groups who have exercised an increasingly great influence on consumers at large, through their publications and through lecture services to women's clubs, etc. Such groups have frequently made unfavorable comparisons, not merely of products or of products' prices but of packages as well. They have pointed out package elaborateness or seemingly expensive packages as a form of minor fraud upon the consumer, in a class—in their eyes—with the over elaborate advertising claim or trick price. They have sought to insulate consumers against all such practices and in doing so have served once again—and this time in very true form—to create an instinctive consumer rejection for anything smacking of needless expense or elaborateness on the part of the package.

Confronted with such a situation, all too few are the manufacturers who have troubled to explain the functions of their packages to the consumer. In the coffee industry, this has been done to a certain extent, largely because of the controversy between bag packers and vacuum canners of coffee. The canner has explained his method of coffee preservation, whereas at least one bag packer of national prominence has spent very large sums in supporting his claim to lower costs through the use of the less expensive package and a rapid delivery system. Irrespective of the merits of the two competitive claims, the fact remains that here the consumer has been given an opportunity to evaluate the worth of the package in terms of its preservative function and many consumers willingly pay a premium for the more elaborate and costly package because they have developed their own evaluation of its worth.

The tobacco industry and many other packagers using transparent cellulose have likewise made a partial approach toward the problem of educating the consumer to the value of the package or package material and here and there manufacturers may be found who have done something along these lines. Many others, however, have failed completely to explain to the consumer the many advantages which their packages afford. One looks in vain for the lacquer (*Continued on page 92*)

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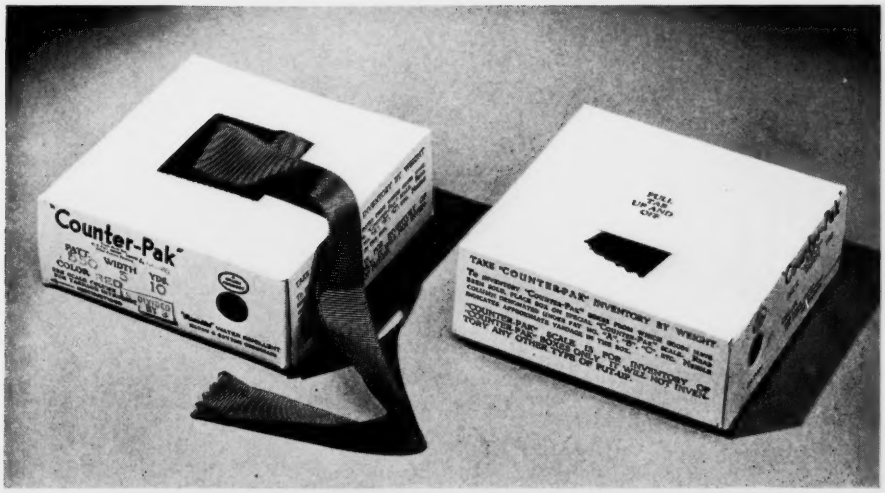
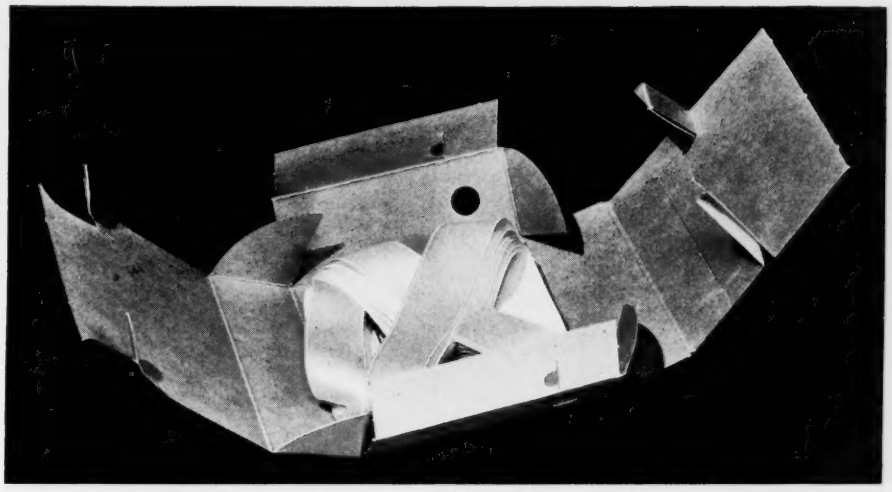




1. Basic unit in the ribbon display scheme is the Counter-Pak, a folding carton from which the ribbon is withdrawn through a square hole on its top face. The protective tab over this hole is not removed until the carton is ready for use. **2.** The Counter-Pak carton is of ingenious patented construction, designed to incorporate interior supports for the specially folded ribbon.

ORDER ON THE RIBBON COUNTER

A complete merchandising plan—based on ingenious packaging—has brought rising syndicate store sales for Stark Bros.

Most package development work is concerned with the immediate problems of a single package or with the problems of the relationship of the various packages in a line. But the Stark Bros. Ribbon Corp. found itself confronted with a far more complicated problem when it set out to revise the merchandising methods of the chain store ribbon department. The solution involved the development of several patented types of packages, of a unique form of container arrangement, of a specially calibrated inventory scale and of a completely different attitude towards the problems of ribbon merchandising on the part of managers and sales clerks.

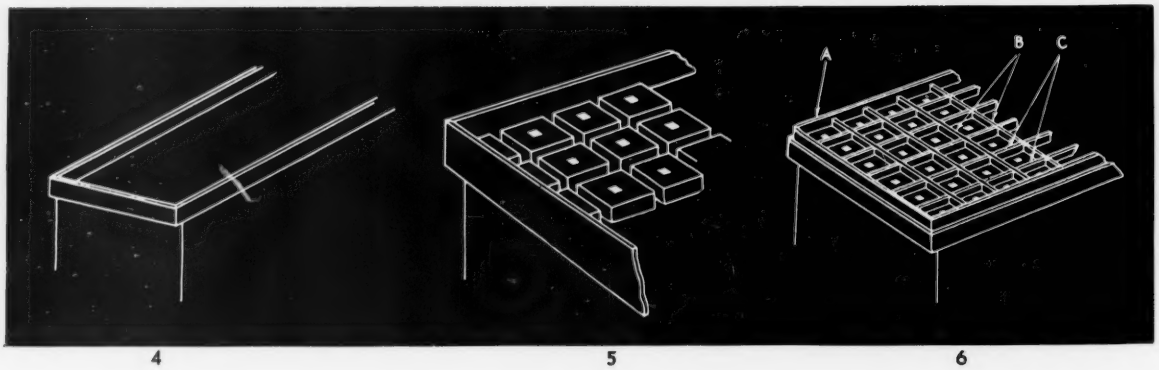
Basic to the merchandising plan was a specially developed system of ribbon winding which, in turn, permitted the discarding of the old-fashioned spool in favor of a folding carton from which the specially wound ribbon could be withdrawn as needed.

The folding carton not only served to protect the ribbon in shipment and while awaiting sale, but likewise reduced the otherwise unwieldy units of ribbon to uniform, rectangular shapes. Each unit now—no matter what the width or length of the ribbon contained—would occupy a uniform counter space.

The carton itself is of extremely ingenious construction, containing, in its single sheet, not merely the outer protective walls, but interior dividers designed to hold the ribbon in untangled position.

Building from this unit as a base, the next step in-

3

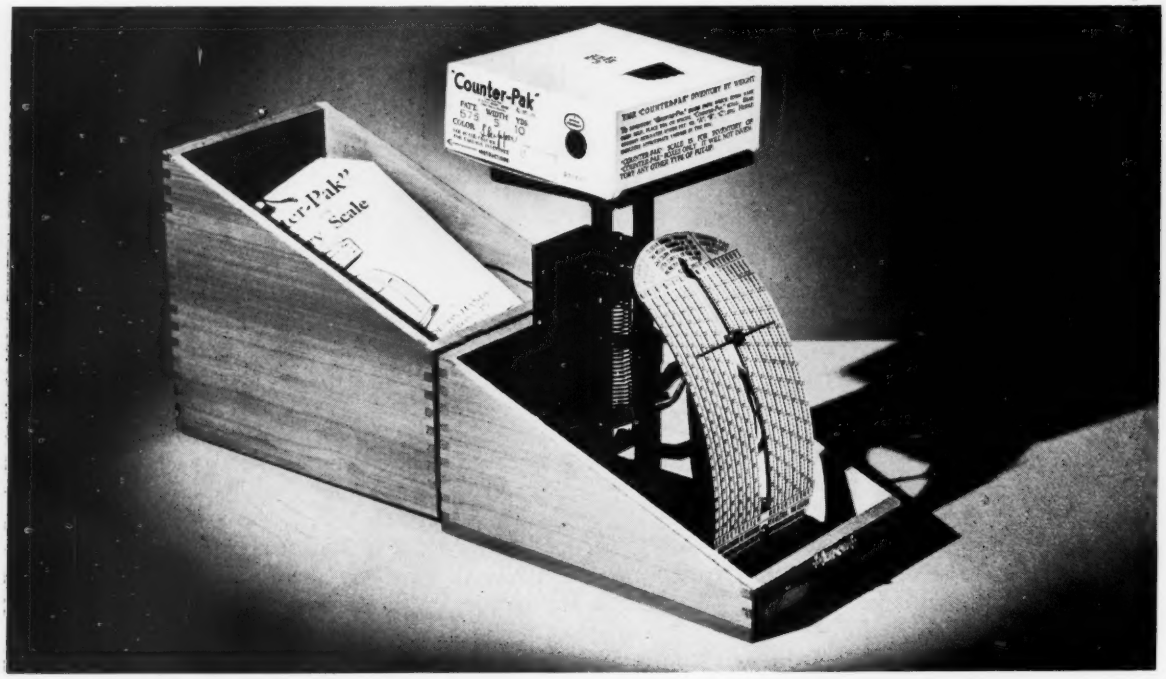


4 5 6

3. A Counter-Pak display, it is claimed, contains two to four times as many items per square foot of counter space as does the regular type of counter set-up. In addition, it cuts selling time drastically and reduces "straightening up" time very substantially. **4–5–6.** Successive steps in setting up a Counter-Pak department. The counter is first cleared, then the packs are laid out to provide a nice color appearance. Glass shams then build up the counter, permitting display of all ribbons.

7. The patented "On Hands" or inventory scale which quickly indicates the approximate yardage contained within any partially used Counter-Pak vastly simplifies the stores' inventory problem.

7



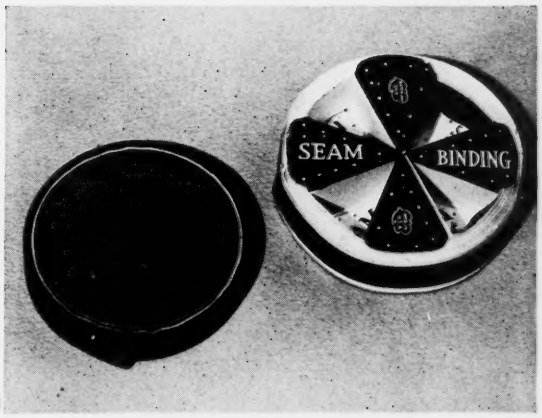
volved the utilization of standard chain store counter fixtures to form a complete ribbon department. Simple diagrammatic instructions are used to show dealers how to first clear counters of all glass and counter blocks, then how to space out an assortment of ribbon packages so as to form a well-balanced, three-foot, four-foot, six-foot or ten-foot department and then how to utilize standard glass counter dividers to build up frames around each "Counter-Pak" within which a segment of ribbon from the pack might be displayed.

While this series of steps placed the merchandise on the counter in a manner most acceptable to the consumer and with remarkable space economies for the dealer, one further point remained for solution. It was necessary to provide some means whereby inventories of the contents remaining within each pack could be taken speedily at any desired time. This means was found in a specially calibrated scale provided with simple readings and compensated for the weight of the pack itself and for the type of ribbon contained therein, so that the sales clerk or store manager has but to place a partially used pack on the scale in order to get an instant reading of the yardage remaining within the container. Armed with this device, the chain store manager is in a position to know, instantly, the status of his entire stock and thus to plan his re-orders on a most economical basis.

While the Counter-Pak represents a major development in ribbon merchandising, it is not the only innovation which this company has introduced. Take, for instance, the standard bolts which have been utilized for winding narrow ribbons such as Seam Binding. These used to be, in effect, round shallow fibre drums, often adorned with some sort of label, but providing—in most instances—little protection for the ribbon itself and making for certain difficulties in properly holding the ribbon on the bolt. The new put-up utilizes a "cartwheel," formed from a single, flat, die-cut sheet of board which is ingeniously and automatically folded on the winding machine just prior to the winding of the ribbon. A far more attractive and sturdy package is provided and cost and shipping weights are substantially lowered.

Another problem which has continuously confronted the ribbon sales clerk is that of determining the quantity of ribbon remaining on a bolt without unwinding the bolt. This is particularly important when a doubt arises as to whether the balance of the bolt is sufficient to fill a customer's order, since unwinding results in soilage and rewinding demands the waste of valuable time.

To provide a quick reading for the clerk, the company's bolts are equipped with an ingenious yardage meter—one of those simple innovations that makes one wonder why it was not developed many years before. On the inner wall of the bolt, markings are provided which permit reading against the edge of the remaining ribbon to determine the number of yards remaining on the bolt. Similar readings of approximate remaining yardage may be had through a small die-cut hole on the upper wall of the bolt and thus an accurate idea of the approximate inventory may be obtained.



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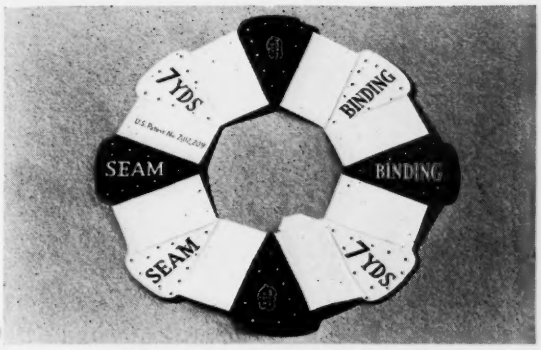

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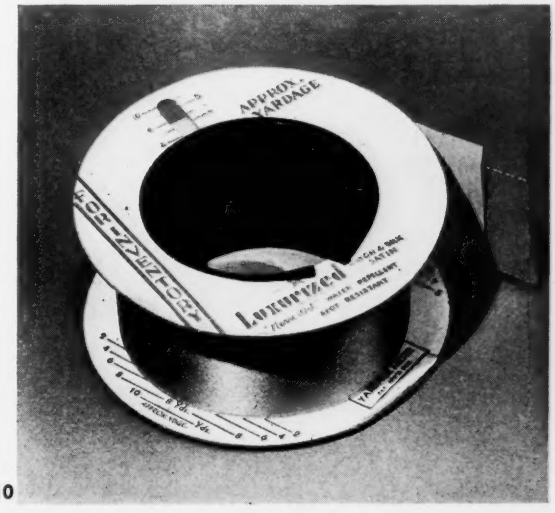


10

8. The old type of Seam Binding bolt contrasted in appearance with the new cartwheel put-up. **9.** The cartwheel blank consists of a single die-cut sheet of folding board, yet forms an extremely sturdy bolt. **10.** A yardage meter bolt showing top and bottom calibrations permitting the reading of approximate remaining yardage at any time during use.

Above: A typical series of analytical photographs used in the study of a single package. Studies may also be made for comparison between existing packages or proposed designs. Right: The table illustrates the method of evaluating the various qualitative factors to achieve photometric percentages for each of four factors and an average of all aspects of the package and its percentage of package design efficiency.

PHOTOMETRIC ANALYSIS

by WENTWORTH WEEKS

New package study methods diagnose weaknesses and indicates corrective treatment

Modern Packaging presents on these pages the inventor's own description of a unique system for package design analysis. There will be those, both among designers and among package users, who will find points of disagreement with both the theory and the method propounded by Mr. Weeks. Their comments will be welcomed.

Selecting a package design by usual methods is much like getting married. Both involve quantities of personal opinion and prejudice. Both satisfy immediate needs with none too complete comprehension of future problems. Both mix in sentiment and emotion at the expense of better judgment. There is a lot of expense and wasted time, much excitement and fuss—then the appropriate ceremony and a brief period of bliss. After that, if you are lucky, swell—if not, too bad. If the little help-mate turns out not so little, but very helpless around the house—and far too much inclined toward captaincy—you choose again. Reno—the graveyard—or shut-up and take it.

Whether a package winds up in the Reno of redesign, the graveyard of "No Demand," or drags out a nagging existence under the prod of advertising and sales, the wrong choice is an expensive choice. The simplest label sprouts up into quite some investment with design, artwork, plates, electros, stock, reproduction, application and distribution all figured in. Setting any exact monetary value upon good design may be difficult, but the irreparable damage to sales and good-will done by poor, fumbling, ineffectual design is still harder to calculate—and much, much harder to take. Photometric analysis offers a simple, inexpensive means to protect that investment and achieve a properly felicitous future.

Photometric analysis, like any other application of scientific methods, depends upon known facts and fixed terms. Certain essential information regarding product and distribution must be available; but once these preliminary precautions acknowledge the specific problem, procedure is automatic. The package to be considered is placed—alone or with comparatives—under a boiled-down digest of point-of-sale conditions. Appearance as affected by each condition is recorded photographically. These are the Photometric tests—mechanical record of package appearance as influenced by the photometric factors—separated for individual examination.

These tests recognize the root distinction between the package and any other form of design. Reading a magazine or newspaper, the hand holds it in a fixed position

PHOTOMETRIC FACTORS	DISTANCE FACTOR	FOCAL FACTOR	COLOR FACTOR	BACKGROUND FACTOR	QUALITATIVE PERCENTAGES
QUALITATIVE FACTORS	By three aspects	By three aspects	By four aspects	By two aspects	Average of All Aspects
VISIBILITY*	5.8	4.8	6.2	2.4	80%
LEGIBILITY*	4.8	1.6	6.6	3.6	70%
INTEGRITY*	3.2	2.8	3.4	1.0	43%
CONTINUITY	x	x	x	x	x
INDIVIDUALITY	2.8	2.2	2.6	1.8	78%
IDENTITY	2.9	1.6	2.7	1.9	76%
UTILITY	2.9	1.6	2.7	1.9	76%
SALESMANSHIP	2.8	2.4	2.1	1.9	68%
SPONSORSHIP	x	x	x	x	x
INSTRUCTION**	x	x	x	x	x
ASSOCIATION**	x	x	x	x	x
CUSTOMER CONVENIENCE**	2.9	2.8	3.9	0.9	88%
RE-USABILITY**	x	x	x	x	x
PHOTOMETRIC PERCENTAGES	85%	60%	66%	70%	71%

* Primary Factors receiving double credit.
** Variable Factors, acknowledged when present to raise final average, but not considered as reducing average if absent.

PERCENTAGE OF PACKAGE DESIGN EFFICIENCY

PHOTOMETRIC FACTORS

CONDITIONS AT POINT-OF-SALE AFFECTING EFFICIENT PACKAGE DESIGN PERFORMANCE

Distance

For every time a package is seen close up—at arm's length—it will be seen a hundred or a thousand times further away from the eye. This involves more than simple reduction. The best appearance at one distance is not necessarily the best in another. Different functions are performed from different positions. Just as a friend may be recognized far away by walk or gesture—closer up by more detailed mannerisms or familiar clothing—still closer by his actual features—so a package takes on different aspects at various distances, and each aspect can contribute toward recognition. All aspects together are the measure of design.

Focus

For every time a package is seen clearly and distinctly, with the eye in focus—it will be seen a million times out of focus with eye and attention directed elsewhere. Look at the pen of a desk-set, and the base grows hazy; look at the base and the pen drifts into a mist. Because our eyes so readily and automatically adjust themselves, this factor is seldom completely realized. No one, in a store, is under any compulsion to look at any particular package; the package must perform its own introduction. That may have to be done from behind something else—just beyond the range of vision—seen out of the corner of the eye. If it cannot register an impression under such conditions, the eye may never be sufficiently attracted to investigate.

Color

Not as a matter of harmony or good taste, but as a vehicle for information or impressions connected with the product. The color which attracts may also confuse a message. The color which is the best transmitter may not catch the eye.

Background

A package is never seen without something behind it. This may be competing merchandise, duplicates, or simple light and shade. The appearance of design changes with its surroundings.

convenient to the eye. The eye focuses upon the page. No one seriously expects a magazine advertisement to deliver any coherent message lying on the floor or tossed across the room. But the package, placed on the market, must deliver some sort of message from any number of positions. On the counter. Back of it. Across the store. High up on a shelf, or low down in a floor display. In the window. Next to the cash register, or farthest away from the door. In other words, the design created in a single plane—decided upon in a single plane—must earn its living and justify its existence from any number of planes—or, to be more specific, in a variable plane.

This implies far more than simple reduction. No single position, but the average between many, determines design performance. Even where dealer cooperation confines package display to one location in the store, customer movements are difficult to control. More, distance alone is complicated by matters of focus—color—and background. While it is impossible to follow every package into every store and examine individual conditions minutely, it is possible to summarize conditions which exist, to a lesser or greater degree, in every store—from hole-in-the-wall to department store—and apply them to the package. These are the photometric factors and the results are the photometric tests.

First, Distance—for every time a package is seen close up, it will be seen a hundred or a thousand times further away from the eye. The best appearance farthest away is not necessarily the best close-up or in middle distance; different functions are performed in different positions. Therefore the package is photographed at three successive distances from the camera—roughly approximating the three most general positions of window or display, shelf or show-case and arm-length or counter-top. Considering all three together, a true index to average effectiveness is obtained; back-checking shows where weaknesses are apparent. Evaluation based on preliminary information adjusts findings to the special case.

Second, Focus—for every time the package is seen clearly and distinctly, with the eye focused upon it, it may be seen a million times out of focus, with the eye and attention directed elsewhere. The subject is, therefore, rephotographed in the same three positions—but out of focus.

Third, Color—not as a matter of harmony or good looks, but purely as a vehicle for transporting information, and to reduce this factor to parallel terms of black and white. Ordinarily four tests are applied, using red, yellow and blue filters in succession for pigment, and following with a green filter for compensation between light and pigment. There are occasions—as in a monochromatic design, or where only one member of a group possesses any important color factor—when these tests may be omitted.

Fourth, Background—for the package will always be seen, not in solitary grandeur, but with something else to be viewed at the same time. This may be a matter of competing products—duplicates of itself—or simple light and shade, but until a special frame with planned lighting is furnished with every package sold, there will

always be something there. The previous tests have employed a neutral gray ground; here two additional photographs are made using black and white grounds.

The result is a group of photographs—the photometric tests—usually twelve in number, although this may be altered to suit particular circumstances. The designer has, perhaps, visualized some of these aspects mentally. The manufacturer who passed upon the design possibly checked them in his imagination. But through the medium of the photometric tests these aspects have become definite and concrete, available for direct comparison and detailed examination.

Perhaps no single one of these images will ever be seen by any customer; taken together, they represent the only way that the package ever will be seen at point-of-sale. This is the true design as it must do its work and meet the potential purchaser. It has been established by photographic evidence, unadulterated by personal opinion. The results are there before your eyes, available for your own inspection.

It is almost too obvious that any package which stands out strongly and well in this group of photographs is better designed than one which droops in the background of all but one or two. While this may serve as a cursory method of choosing between comparatives, the information sought by photometric analysis is more detailed. The effect of the photometric factors—point-of-sale conditions—upon the package have been put on record; now each aspect must be analyzed for qualitative factors of the design itself to localize existing flaws.

These factors are of Primary, Secondary and Variable nature. They represent basic functions which the design must perform. The theoretically perfect package will contain them all—except possibly the Variable group—in every appearance of the tests; this is, however, an occurrence to be classed with Martian invasions. The extent of deviation from that theoretical perfection is, however, the index to design short-comings.

The method of checking these factors is simple to the point of absurdity. It is a yes or no answer in credits; if a factor is present in an appearance, one point is chalked up for that factor. Primary factors, because of their particular importance, receive double credit; Variable factors receive credit when present, but are ignored in crediting and in preparing averages when absent. In other words, if they are there they help, but if absent they do not hinder. Because, in actual practice, more than one element of a design contributes to a single factor—and the factor may be present to a greater or lesser degree—round numbers often break down to tenths. These factors are detailed in the accompanying charts.

These qualitative factors are the fundamental basis, in the majority of cases, for final evaluation. If, however, preliminary information eliminates one or more from consideration or injects another, the same principle of operation is followed. The final results, however, are the same: a tabulation of figures containing all of the essential facts about the performance of a package.

Once this tabulation has been made, it is an easy step to reduce figures to percentages. *(Continued on page 90)*

QUALITATIVE FACTORS

INHERENT QUALITIES CONTRIBUTING TOWARD EFFICIENT PACKAGE DESIGN PERFORMANCE

Primary

VISIBILITY – Does the package stand out? Can it be easily seen?

LEGIBILITY – Is essential data prominent? Can it be easily read?

INTEGRITY – Does the package hold together? Is it one unit or many parts?

Secondary

CONTINUITY – Does it fit into a group, line or type of product?

INDIVIDUALITY – Does it stand out from a group, line or type of product?

IDENTITY – What are the contents of the package?

UTILITY – What use are the contents to a buyer?

SALESMANSHIP – Why buy this particular product?

SPONSORSHIP – Who says so? Who makes it?

Variables

INSTRUCTION – Visible evidence of method of use.

CONVENIENCE – Visible evidence of aid to use.

RE-USABILITY – Visible evidence of re-use without contents.

ASSOCIATION – Favorable suggestion unrelated to contents.

Left: The transparent tube thread container is here seen as attached by staple to its card-booklet, ready for dime store display.
Right: The container closure is designed to permit easy withdrawal of thread and to facilitate cutting of desired lengths.

THREAD THAT CAN'T TANGLE

because the dispensing container protects the yarn while permitting easy removal in desired lengths

Yarn and fancy embroidery thread with a few knots in it, some which has curled itself into full-fledged Gordian knots—that's what often happens when it is thrown in with all the other impediments that usually gather in a sewing basket.

Mindful of this fact, Dritz-Traum Co., Inc., has adopted a package for its Hiawatha elastic yarn which is a welcome innovation from several viewpoints. A transparent cellulose tube is utilized to provide full visibility for the yarn itself, thus affording both a merchandising advantage and an element of consumer convenience insofar as it permits the consumer to estimate the quantity of yarn available for use at any given time.

The customary manner of marketing yarn intended for fancy work has been to wind it around a spool or card or simply fold it into skeins. In the case of the new Lastex yarn, this would not be desirable for several reasons. If wound taut, the yarn might suffer in respect to elasticity, whereas its tendency to curl and twist makes skein winding likewise undesirable. Furthermore, both methods fail to provide adequate protection against soiling. In contrast, the use of the cellulose tube avoids all of these difficulties and keeps the yarn fresh and clean up to the time it is put to use.

Despite the fact that the yarn is simply "poured" into the tube in packing, removal is easy and the thread is kept free of knots and tangles. Easy availability of the product is achieved through the use of an ingenious closure similar to that utilized in dispensing dental floss. It consists of a metal screw cap with a small hole in its top, through which the thread is drawn. A small catch is provided as an integral part of this cap, so that when the desired length of yarn has been pulled out, a quick and simple cut may be effected by drawing the yarn against and across the catch.

Identifying label matter is imprinted directly upon the central portion of the tube in such a way as not to destroy the advantage of transparency.

The tube is stapled, not to a card but to a small booklet designed to supply full instructions and information suggesting a number of possible uses for the material. By this device the package sponsors hope to achieve increased use of the yarn on the part of consumers who might first purchase it for one purpose but later discover that it might equally well serve numerous uses in dressmaking and sewing about the home.

Credit: Transparent vials supplied by Hygienic Tube and Container Co.

PHOTO COURTESY HARPERS' BAZAAR

BY THE *Grapevine Route*

TODAY, a host of fine products—like yours—which have to get along without million dollar advertising appropriations, are raising their volume of sales, competing successfully with (and gaining on) long established and widely advertised brands.

They're gaining by the "grapevine" system . . . for they are good products . . . highly recommended by one person to another.

And they're gaining because *now they are superbly packaged* in F. N. Burt boxes and cartons. They've got eye-appeal . . . they reflect and bespeak quality . . . and their attractive appearance is winning for each, millions of new friends!

BURT . . . largest boxmakers in the world . . . with a staff of designers and merchandise men other package makers cannot afford . . . with facilities that top the field . . . is leading the way to these increases in sales.

And more and more medium-sized box users—as well as the giants of industry—realizing this, are turning to us for conferences and proposals.

Why not join them?

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

PHILADELPHIA
A. B. Hebeler
P. O. Box 6308
W. Market St. Sta.

NEW ENGLAND
A. B. Bacon
BOSTON
120 Boylston St.
SPRINGFIELD
P. O. Box 214
Highland Station

CHICAGO
Room 2203
919 N. Michigan Ave.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

CINCINNATI
221 Walnut Street
Telephone: MAin 0363

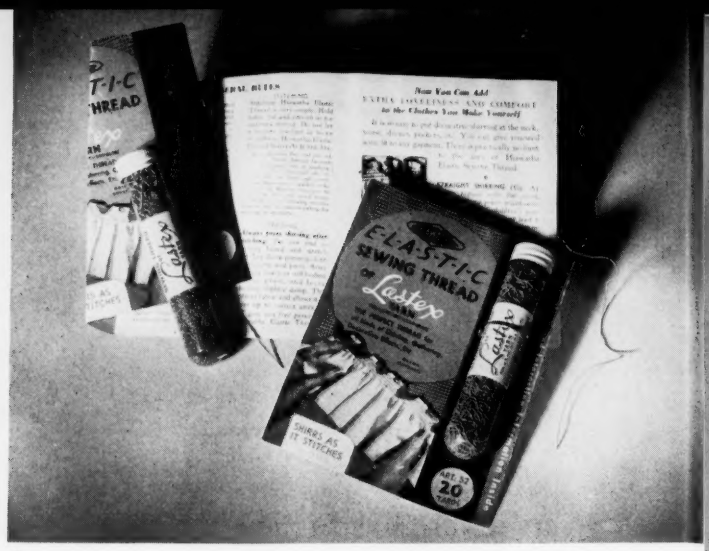
MEMPHIS
Frank D. Jackson
2150 Washington Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

LOS ANGELES
Louis Andrews
623½ South Grand Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada

1



2

1. First prize winner in the 5¢–10¢ Division is the Dura-Gloss Nail Polish line of Lorr Labs., featuring molded closures decorated to reproduce content colors. **2.** First prize in the 15¢–$1.00 Division goes to Hiawatha Lastex Thread of the Dritz-Traum Co., packaged in transparent cellulose derivative container and stapled to a card-booklet.

"5 & 10" PACKAGING CONTEST

Awards announced in Sixth Annual Syndicate Store Competition

One of the oldest among the specialized package competitions is that sponsored by the *Syndicate Store Merchandiser* for five-and-ten products. The current competition, sixth in the series, featured three divisions for 5¢–10¢ packages, for 15¢–$1.00 packages and for Holiday packages. A total of sixteen awards were made in the Syndicate Store Competition as follows:

5¢–10¢ Division

1st, Dura-Gloss Nail Polish and Accessories; 2nd, Woodbury Facial Powder; 3rd, Puffettes No. 60 Cleansing Pads; 4th, Lambs Wool, Cro Pax; 5th, Kleenex Tissues; 6th, Food Paks; 7th, Dabs of Cotton; 8th, De Long Color Bobs; 9th, Charles McCarthy Adventure Pops; 10th, Solo Finger Wavers. Honorable Mentions: Special Drene for Dry Hair; Chic Smelling Salts; Max Factor's Face Powder (Repacked). Cited for Ingenious Packaging—Police Pal Tooth Powder.

15¢–$1.00 Division

1st, Hiawatha Lastex Thread; 2nd, Co-Ets; 3rd, Chixcloth; 4th, Solo Automatic Wavers; 5th, O'Cedar Dust Mop No. 24. Honorable Mention: Rand Baby Seat.

Holiday Package Division

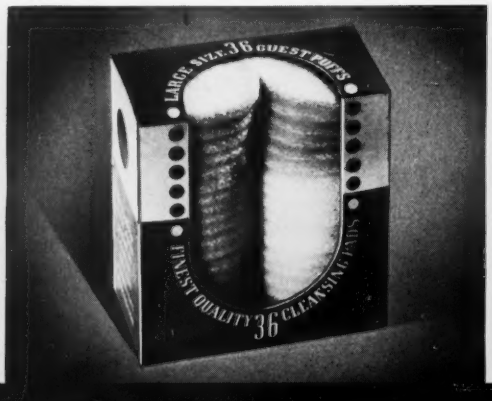
1st, Woodbury Christmas Packaging for Women. Honorable Mention: Bathasweet Holiday Package.

The Judging Committee included E. L. Kemper, sales promotion manager, McLellan Stores; J. C. McGrath, advertising manager, W. T. Grant, and Roy Sheldon, package design consultant.

3–4. Second and third prizes in the 5¢–10¢ Division go respectively to Woodbury Facial Powder of the Jergens-Woodbury Co. and to Puffettes Cleansing Pads produced by Baronet-Lorna. **5–6.** Co-Ets, sponsored by Personal Products Co., and Chixcloth, product of Chicopee Sales Co., receive respectively second and third prizes in the 15¢–$1.00 Division.

3

4



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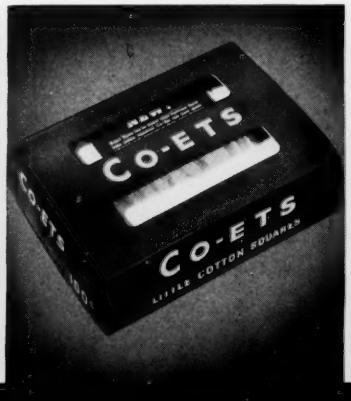


6

PRODUCT protection plays an important part in selling your product to your customers. And a secure, dependable seal for your glass container is your assurance that leakage or evaporation will not spoil the impression that your package has created.

Specify Armstrong's Metal Caps for your packages because you will receive maximum protection for your product. You can depend upon these caps because Armstrong control of quality is exercised at every step in their manufacture—from the purchase of special tin plate to the final *careful* inspection of each finished cap. In addition, the coatings or specially lithographed designs applied to Armstrong's Metal Caps add a striking note of colorful decoration to your modern glass package.

Order Armstrong's Metal Caps today. For complete information, samples, and prices, write Armstrong Cork Company, Glass and Closure Division, 916 Arch Street, Lancaster, Pennsylvania.

ARMSTRONG IS PACKAGING HEADQUARTERS

Since the glass container lines of Whitall Tatum and Hart have been added to Armstrong's complete line of closures, Armstrong is now in a position to offer manufacturers of glass-packaged products a broader and more complete packaging service.

Through centralized responsibility, you are assured of consistently high quality and satisfactory performance in both glass containers and closures. Plan now to develop sales winning packages through the combined services of Armstrong's Package Design Bureau, Engineering Facilities, and Research Laboratories. Specify Armstrong's Closures and Glass Containers.

Add dependable product protection to your package

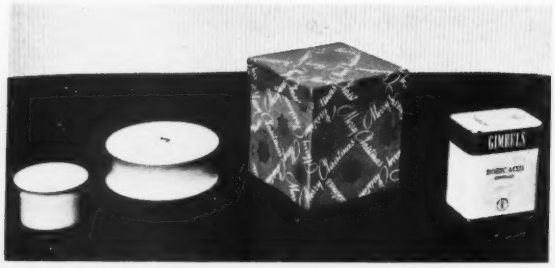
SEAL IT WITH AN ACCURATELY FORMED METAL CAP

• *Armstrong's* METAL CAPS •

First prize in the annual retail packaging competition goes to the P & S (Purity and Safety) family group of drug packages of the Associated Merchandising Corp. of New York.

RETAIL PACKAGING AWARDS

Ten winners selected in contest of National Retail Dry Goods Assn.

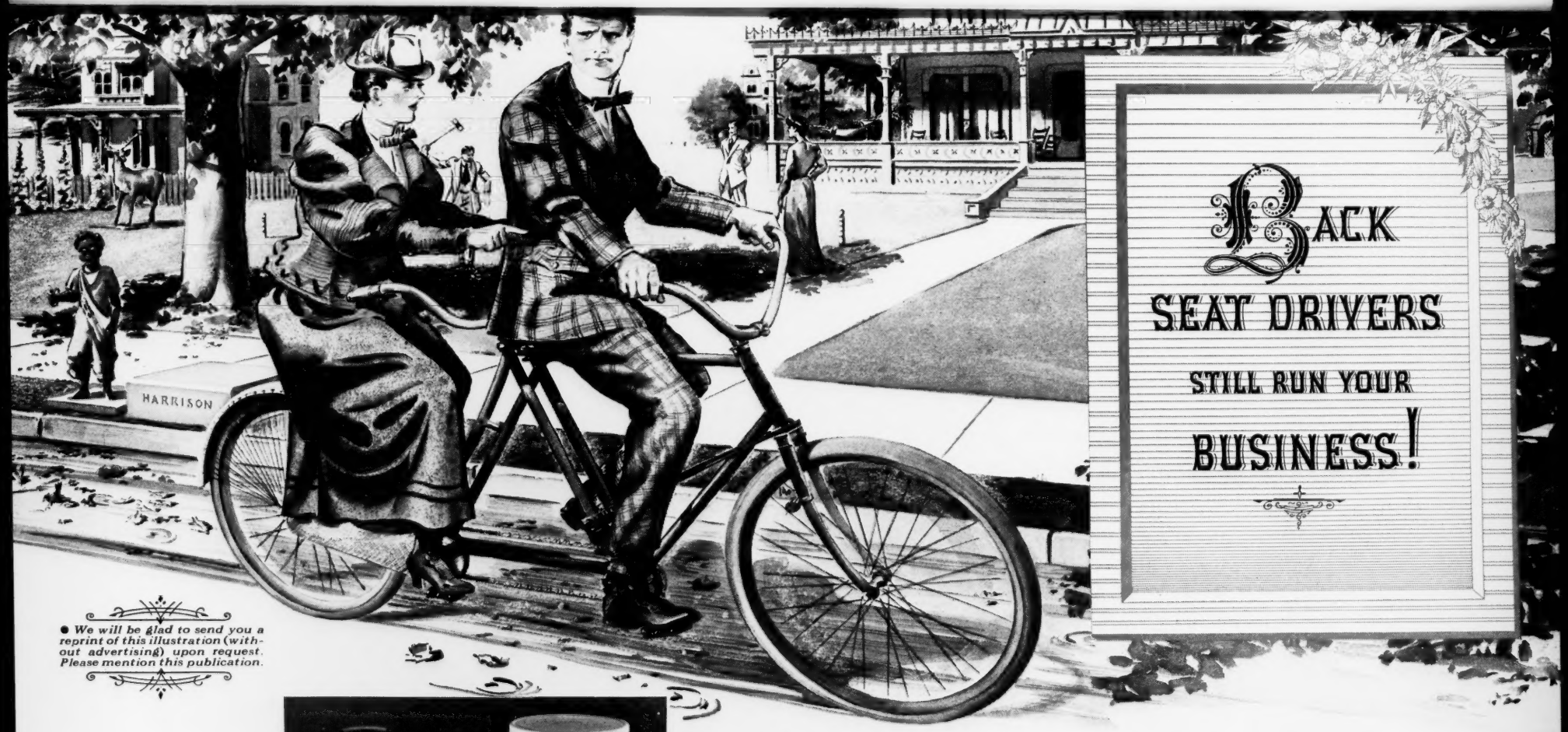


In the annual competition for retail packages, conducted in conjunction with the 28th Annual Convention of the National Retail Dry Goods Assn. held recently in New York, a family of packages sponsored by the Associated Merchandising Corp. and sold through the drug departments of retail stores associated with that corporation received the Wolf Retail Award.

Besides the major award, a series of honorary awards was made to packages in each of the ten divisions of the competition. The award winners follow:

Gimbel Brothers, for the most effective or best package from the point of view of shelf or counter visibility (Gimbel Kitchen Towels). Gimbel Brothers, for the package of greatest attractiveness printed in more than one color (Gimbel's Dry Cleaner). The May Co., for the best redesigned package (Maynap Napkins). R. H. Macy & Co., Inc., for the most effective new package developed during the year (Old Herbary Salts). R. H. Macy & Co., Inc., for the best package displaying merchandising ingenuity, regardless of adaptation of art (Little Shop—Bolster Sachet). Gimbel Brothers, for the most effective package for consumer convenience (Gimbel's Boric Acid). R. H. Macy & Co., Inc., for the most effective store designed Christmas Box. Associated Merchandising Corp., for the best designed package used by a group of stores (P & S Boric Acid). Associated Merhandising Corp. for the best group or family of packages (the entire P & S Line). Honorable Mention was given to H. H. Macy & Co., Inc., for the complete line of Little Shop Family Group of cosmetic packages.

The Jury of Judges included: Ruth W. Ayres, American Association of University Women; Egmont Arens; Richard F. Bach, Metropolitan Museum of Art; Alvin E. Dodd, American Management Assn.; A. Q. Maisel, Editor, Modern Packaging, and Henry W. Marks, Manager, Readers' Service Department, *Printers' Ink*.



BACK SEAT DRIVERS STILL RUN YOUR BUSINESS!

● *We will be glad to send you a reprint of this illustration (without advertising) upon request. Please mention this publication.*

● *Clever use of line provides both quality and quantity appearance in this new O-I Oval . . . shown here with the white enameled C. T. cap. Also shown —the smart Futura with the Lustrseal molded cap—a sales-maker for proprietary items as well as extracts.*

SAY all you please about back seat drivers, but the greatest back seat driver of them all—*Public Opinion*—runs your business and most every other business too. Public opinion, in the form of public acceptance—determines your sales volume for you and decides what profits you will earn.

Today, many a fine product is suffering because of an outmoded container. It's a fast pace that is set on America's counters and shelves—and the race is generally won by that little lady known as "Package Appeal."

Our Packaging Research Division has added "Package Appeal" to many a product that now marches in the front ranks through the market places of the nation.

Any Owens-Illinois representative will be glad to arrange a get-together with our packaging experts. No obligation is implied or entailed. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

"FIRST IN GLASS"

VISUALIZE YOURP

Here's what Aluminum Foil does to most packages: Gives a "lift" to colors printed over it. Adds richness and life to the design. Makes the package outsparkle its neighbors at the point of sale.

For many products the protective advantages of Aluminum Foil are also important. It repels light and heat. It is impermeable to air and moisture. It safeguards freshness.

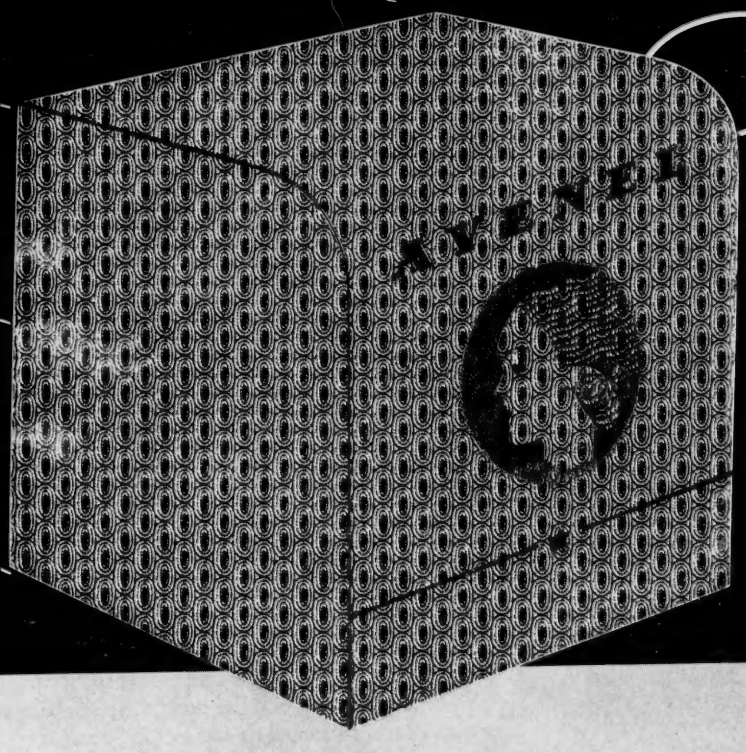
To get some idea of the difference foil can make in your package, carefully sketch its outlines right on foil. Or actually put foil around the package, sketching in the name and design details.

When you write for samples of Alcoa Aluminum Foil, tell us on your company letterhead the nature of your product and package. Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

ALCOA ALUMINUM REG. U.S. PAT. OFF.

RPACKAGE

Dressed in Foil



The full name is ALCOA

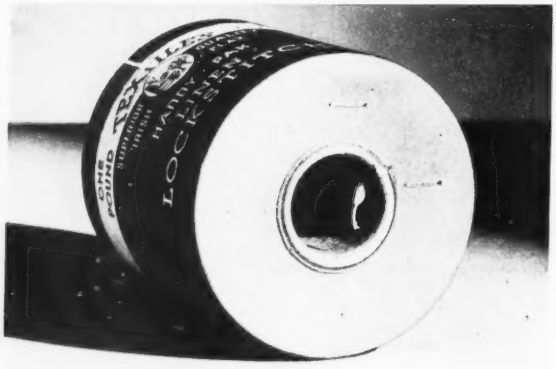
ALUMINUM FOIL

The new round package contrasts smartly with the former folding carton. Its greatest advantage, however, is in use rather than in appearance.

INDUSTRIAL PRODUCT REDESIGN

makes old style packages obsolete in the linen thread industry

Without spectacular fanfare and almost unnoticed by the general public, large groups of industrial products have, within the last year or two, undergone extensive package changes. Such redesign jobs have arisen primarily in an attempt to make for more convenient dealer stocking and handling of the product, but they have frequently involved a "dressing up" of package appearance. Manufacturers have discovered that even products sold only through mill supply jobbers and bought only for use in manufacturing operations can be better sold and better remembered by brand name if attractively and intelligently packaged.



The hollow bobbin is stapled directly to the base of the cylindrical package to form a single unit permitting the user to place the entire package directly on the sewing machine spindle.

Frequently, in highly competitive fields, where product differences are slight, the introduction of an improved package making for improved preservation or use of the product has served to provide a competitive advantage to one supplier which he could not easily gain through product changes alone.

An outstanding instance of this sort is found in the new package developed by the Textile Thread Co. for its Handy-Pak Linen Lockstitch thread, a product used in shoe repairing operations. Originally the company had presented its thread wound on a fibre spindle and wrapped in transparent cellulose with an outer container of manila folding board, printed in a single color with the plainest of typography.

Their package supplier induced them to change to a cylindrical type of container which he devised so that its body could be firmly attached to the spindle to form a single unit. A slip-on fibre cap and transparent cellulose wrap completed the package.

Functional advantages were thus built into the container since the Handy-Pak acted as the thread holder and as a protection against dust and dirt while the thread was on the sewing machine during operations. The container was also claimed to provide an hermetic and substantially moisture-proof seal (*Continued on page 92*)

Pliofilm* BAGS

Moisture-proof and Liquid-tight

PLIOFILM transparent bags are an economical answer to many packaging problems where a high degree of resistance to *either* moisture absorption or loss of natural moisture content is required.

Pliofilm bags keep dry products *dry* and moist products *moist* because they are moisture-vapor proof, liquid-proof and sift-proof. They impart neither taste nor odor and are not affected by contact with grease or oils.

Where extra strength or extra resistance to rough handling is required, bags of Pliofilm laminated to various grades of paper are available.

Simple heat-sealing methods close Pliofilm bags with a strong airtight weld, free from any minute leaks, making it possible to package products like pickles in their own brine and fruits in their own juice. They also provide an ideal package for all materials of hygroscopic nature.

These superior bags are now fabricated in a wide variety of styles and sizes by a number of prominent converters.

SUGGESTED USES OF PLIOFILM BAGS

Oysters · Fruits · Candy Nut Meats · Tobacco · Crackers · Cookies · Cakes · Fruit Drink Powders · Potato Chips · Pretzels · Popcorn Pharmaceuticals — and all similar products

•

Names of Pliofilm bag converters will be furnished upon request.

Address: Pliofilm Sales, The Goodyear Tire & Rubber Company, Inc., Akron, Ohio.

**Pliofilm, a registered trade-mark of The Goodyear Tire & Rubber Company*

THE GREATEST NAME IN RUBBER

GOODYEAR

Glistening in foil and transparent sheeting, the spools receive display backing from their foil covered, self-easeling boxes.

CHANGE FROM THE TRADITIONAL

Ashaway interests consumers and dealers with its more convenient fishing line package

Fishing lines have traditionally been packed in 25-yd. and 50-yd. lengths on wooden spools. To permit the purchase of lines longer than 50 yards in length, lines have usually been wound by the makers on several spools so that the dealer could sell two spool lengths or more as a unit or cut them apart to sell separately.

Transferring line from these spools to the fishing reel has, however, proved a difficult job for the user and the Ashaway Line & Twine Mfg. Co. seeks, through its new package, to eliminate this trouble by packing the line on individual metalized covered paper rolls.

The covered rolls are joined together with Scotch tape to permit their being handled as a unit or separated by simply cutting the tape at the top and bottom of the rolls. Thus, in a single pack, six windings containing 25 yards each are found. The customer can buy 25 yards, 50 yards, 75 yards or as much as 150 yards on a single roll. A large hole in the center permits the user to place the spool on any convenient projection and to use this as a temporary spindle while re-winding onto the fishing reel.

In production, a Universal winding machine was rebuilt to permit winding of the six connected rolls as a unit. A metalized paper surface is used on the rolls to set off the color of the lines and metalized labels, in three colors, top each of the line windings. The whole—roll, windings, labels and Scotch tape—is wrapped in transparent cellulose to form a convenient and dust-protected package unit.

To provide adequate presentation for the product on the counter, set-up stock boxes were so constructed as to permit their bases to be inserted within the box tops in a manner that causes the product itself to assume an eye-level position. Thus, the need for separate displays was eliminated, the shipping container being virtually a complete display in itself.

Credit: Foil box labels, foil band labels, display cards and metal clips for holding rolls by The Foxon Co. Foil covered tubes by the Sonoco Products Co. Boxes by the Taylor Box Co. Cellophane sheeting by E. I. du Pont de Nemours & Co., Inc.

THE JARS OF TOMORROW

TODAY!

Lightweight "Masterline," by Hazel-Atlas, incorporates the enormous strength of the arch (note shoulder) with new lightweight glass feature and a sparkling, modern design (note vertical decoration)—a profitable combination for you because it means that "Masterline" is easier to pack and handle, more economical to ship. There's plenty of smooth label space, too, for your label or to afford flattering visibility of contents. Write for prices and further information.

HAZEL-ATLAS GLASS CO.

WHEELING, WEST VIRGINIA

A COMPLETE NEW *Lightweight* LINE

MASTERLINE

NEW FOOD, DRUG AND COSMETIC LEGISLATION

(Continued from page 29)

State laws in harmony withthe Federal Statute, but draft of the bill had not been released.

5. New Jersey—A bill to extend the scope of the State Net Weight Container Law so that it may embody provisions against slack filling and the use of false and deceptive containers for commodities put up in package form is being written, according to Charles C. Read, State Superintendent of Weights and Measures. Existing food and drug laws would be broadened to parallel the new Federal Statute under terms of a measure being prepared by Walter W. Scofield, Chief of Foods and Drugs, State Department of Health.

6. North Dakota—With amendments to the drug provisions of the State Food and Drug Laws having been made by the 1937 legislature and passage of a cosmetic act effected by the same group, C. S. Ladd, State Food Commissioner and Chemist, has announced his department will not press for amendments to this legislation.

7. Texas—The Texas Pharmaceutical Assn. is sponsoring a Food and Drug Bill to meet the requirements of the new Federal Statute.

8. Utah—State officials are considering introduction of a new Food and Drug Act.

9. Washington—R. E. White, supervisor of the Food and Drugs division of the State Department of Agriculture, has announced legislation for a new Food and Drug Act patterned after the new Federal Statute.

10. West Virginia—The State Board of Pharmacy is considering sponsorship of legislation to deal with mislabeling of drug products and to govern the manufacture and sale of patent medicines.

Except where conflict exists between Federal and State Acts, the provisions of both Acts apply within any State. In case of conflict, the Federal Act prevails. Thus manfacturers will be principally interested in two aspects of the State legislation.

First, for reasons of simplicity of operation, they will prefer legislation which most closely parallels the Federal laws since a single act of compliance will result in compliance under such circumstances with both local and national laws. Secondly, they will be interested in seeing that State Acts do not go far beyond the Federal Act to include extremely onerous and burdensome provisions and particularly to include—as some proposed Bills do—taxes and other devices not based directly upon any desire to protect the consumer but, rather, added to these Acts as a means of achieving other ends, or as a means of financing State enforcement or other State activities.

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* Prepared for the "News Bulletin," The School of Business of the University of Chicago, by Ralph H. Oakes and reproduced here with the permission of the University School of Business.

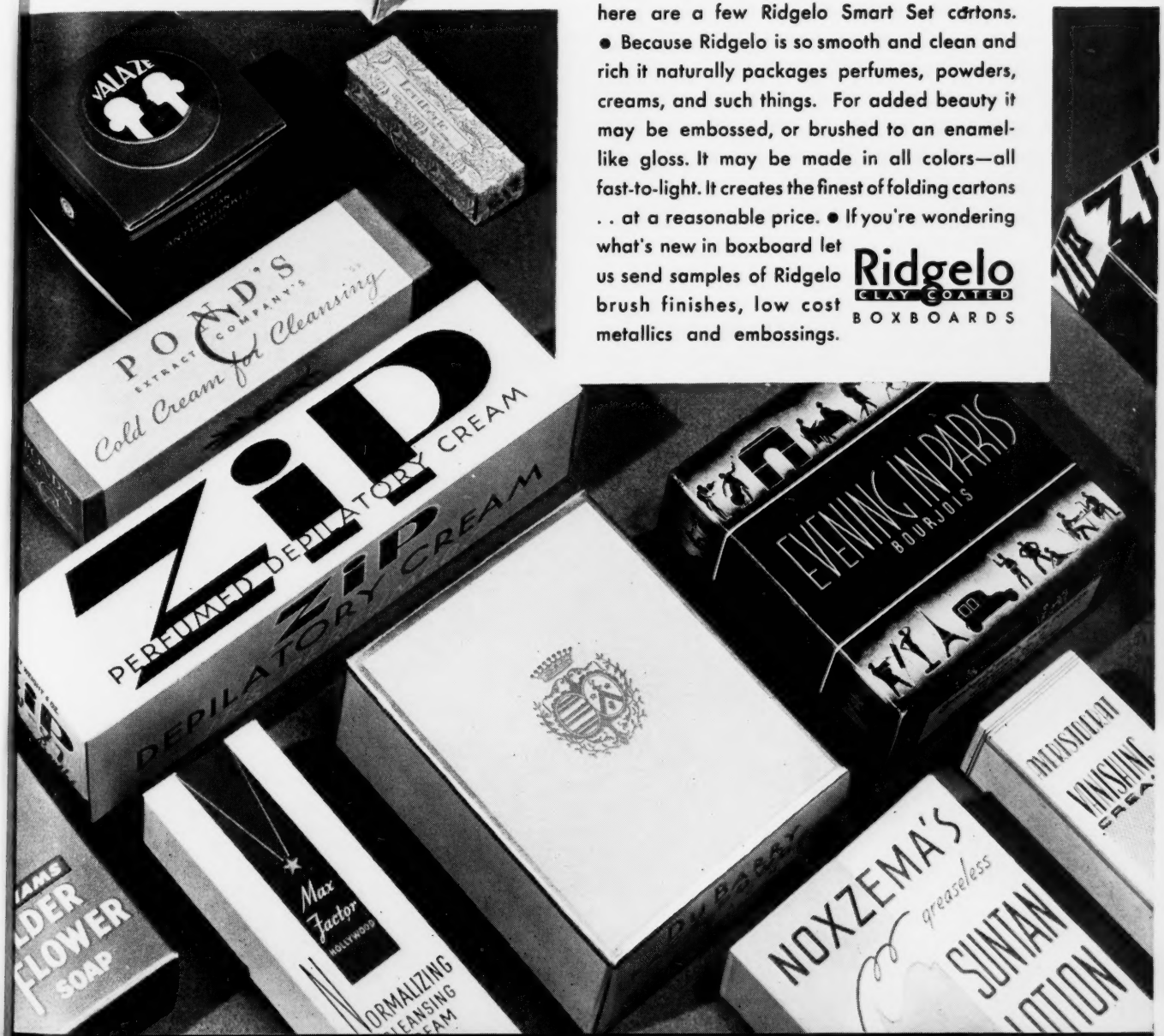
TOUGH

when necessary but always *Smart*

in Ridgelo Clay Coated Cartons

Ridgelo Clay Coated boxboard can make as tough a box as ever packed a tool kit, but here are a few Ridgelo Smart Set cartons. • Because Ridgelo is so smooth and clean and rich it naturally packages perfumes, powders, creams, and such things. For added beauty it may be embossed, or brushed to an enamel-like gloss. It may be made in all colors—all fast-to-light. It creates the finest of folding cartons . . . at a reasonable price. • If you're wondering what's new in boxboard let us send samples of Ridgelo brush finishes, low cost metallics and embossings.

Ridgelo
CLAY COATED
BOXBOARDS



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YOU have only to note the improvements incorporated in Anchor Improved C. T. Caps—specific structural features—to realize that these are unique caps of their type. Due to these improvements, Anchor's C. T. Caps are definitely and provably superior . . . on all counts.

Improved APPLICATION

The abrupt start of the thread in these caps speeds sealing production—it "finds" the glass thread immediately, avoids cross threading. Greater clearance reduces friction, eliminates wedging and allows the caps to spin on easily. Straight sides facilitate gripping, particularly with machine chucks.

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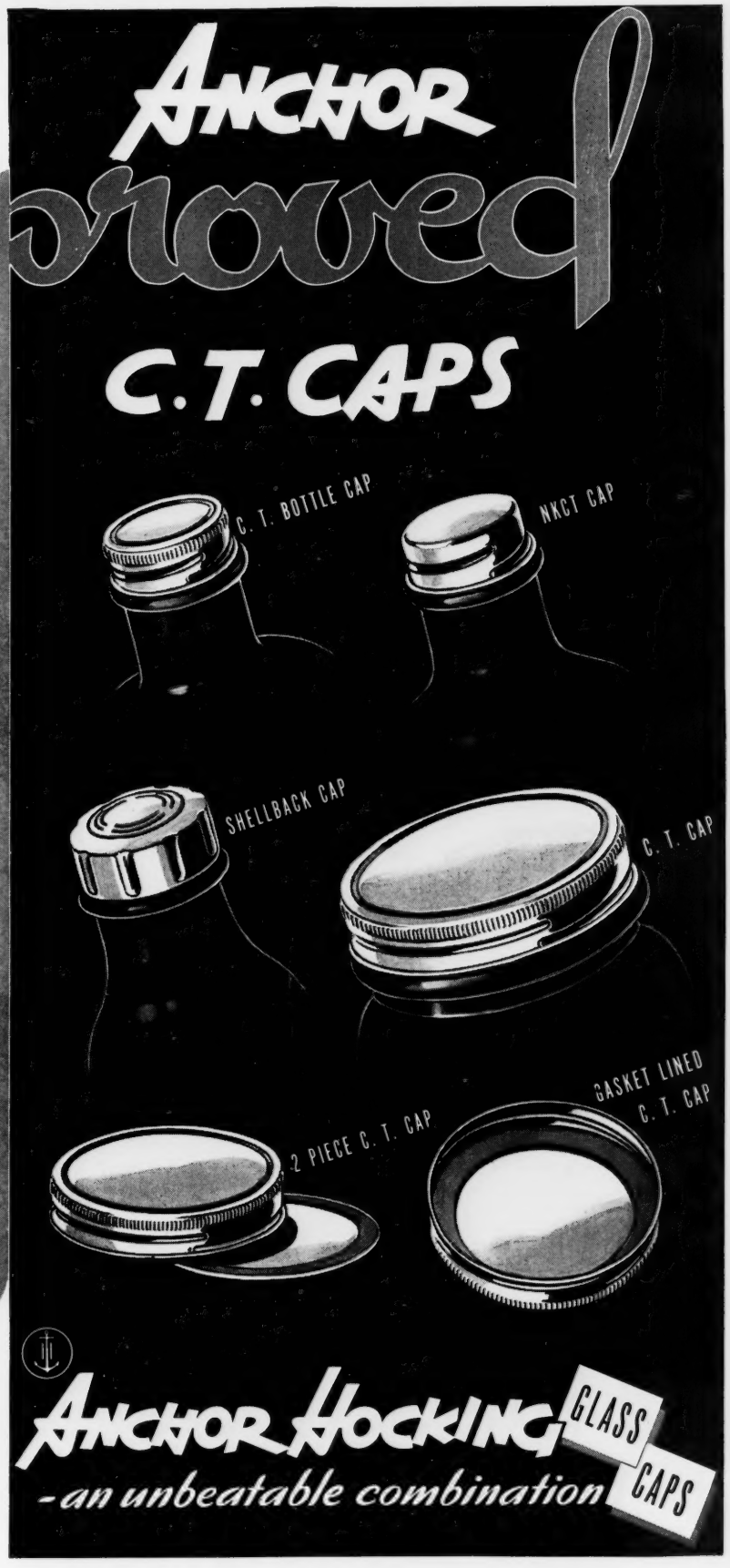
The undergrip compels a downward sealing pressure—pressure that is equalized around the entire circumference because of the matching of the threads [cap thread with glass thread]. Tendencies for caps to tilt or threads to bind are avoided.

Improved REMOVAL

Greater flexibility in the caps resulting from scientific design and consequent decreased working of the metal, plus lessened friction and absence of interference, makes removal easy—a happy result that is rendered even easier by the good comfortable gripping surface provided.

Improved APPEARANCE

Straight cylindrical side walls, fine knurling and a fully closed and neatly rolled wire edge all contribute to making Anchor Improved C. T. Caps the best looking closures of their kind. Write for samples to examine and compare. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York, and Toronto, Canada; *Closure Division of Anchor Hocking Glass Corporation.*



Officials Administering State Regulatory Legislation

(Continued from page 29)

Louisiana.—President, State Board of Health, New Orleans. State Analyst, Board of Health, New Orleans.

Maine.—Chief, Division of Inspection, Department of Agriculture, Augusta.

Maryland.—State Food & Drug Commissioner, Baltimore. Chief, Bureau of Chemistry, Department of Health, Baltimore.

Massachusetts.—Director, Division of Food & Drugs, Department of Public Health, Boston.

Michigan.—Director, Bureau of Foods & Standards, Department of Agriculture, Lansing. Director, Bureau of Dairying, Department of Agriculture, Lansing. State Analyst, Department of Agriculture, Lansing. Director of Drugs & Drug Stores, State Board of Pharmacy, Lansing.

Minnesota.—State Dairy & Food Commissioner, St. Paul. Director of Laboratories, St. Paul.

Mississippi.—Commissioner of Agriculture, Jackson. State Chemist, State College.

Missouri.—State Health Commissioner, Jefferson City. Commissioner of Agriculture, Jefferson City. (Dairy and Ice Cream Laws)

Montana.—Director of Foods & Drugs, Department Public Health, Helena. Chief, Division of Dairying, Department of Agriculture, Labor & Industry, Helena.

Nebraska.—Deputy Secretary of Agriculture, Lincoln. Chief, Bureau of Dairies, Food, Drugs & Oil, Department of Agriculture and Inspection, Lincoln.

Nevada.—State Food & Drug Commissioner, Reno.

New Hampshire.—Chief, Division Chemistry & Sanitation, State Board of Health, Concord.

New Jersey.—Chief, Bureau of Foods & Drugs, Department of Health Trenton. Chief, Bureau of Chemistry, Health Dept., Trenton.

New Mexico.—Director of Public Health, Santa Fe. State Dairy Commissioner, State College.

New York.—Director, Bureau Food Control, Department of Agriculture & Markets, Albany. Director, State Laboratory, Albany. Secretary, State Board of Pharmacy, Albany.

North Carolina.—Commissioner of Agriculture, Raleigh. State Food & Oil Chemist, Department of Agriculture, Raleigh.

North Dakota.—State Food Commissioner & Chemist, Bismarck. State Dairy Commissioner, Bismarck.

Ohio.—Chief, Dairy & Food Division, Department of Agriculture, Columbus.

Oklahoma.—Assistant Commissioner of Health, Oklahoma City. State Dairy Commissioner, Oklahoma City.

Oregon.—Director, Department of Agriculture, Salem. Chief Chemist, Department of Agriculture, Salem.

Pennsylvania.—Director, Bureau Foods & Chemistry, Department of Agriculture, Harrisburg. Director, Bureau of Professional Licensing, Department of Public Instruction, Harrisburg.

Rhode Island.—Director, Division of Foods and Drugs, State Department of Public Health, Providence.

South Carolina.—Commissioner of Agriculture, Columbia.

South Dakota.—Secretary, Dept. of Agriculture, Pierre. State Chemist, Vermillion.

Tennessee.—Commissioner of Agriculture, Nashville. Superintendent, Division of Foods, Fertilizers, Dairies, Department of Agriculture, Nashville.

Texas.—Director, Food & Drug Bureau, State Board of Health, Austin.

Utah.—Commissioner of Agriculture, Salt Lake City.

Vermont.—Secretary of Health, Burlington.

Virginia.—Director, Dairy & Food Division, Department of Agriculture & Immigration. Chief Chemist, Department of Agriculture & Immigration, Richmond.

Washington.—Supervisor, Division Foods, Feeds, Drugs, Dept. of Agriculture, Olympia. State Chemist, University of Washington, Seattle.

West Virginia.—Commissioner of Health, Charleston.

Wisconsin.—Acting Director of Agriculture & Markets, Madison. Chief Chemist, Department of Agriculture, Madison.

Wyoming.—Chief Deputy, Dairy, Food & Oil Division, Department of Agriculture, Cheyenne. State Chemist, Laramie.

IF your product goes into a lithographed metal container you are interested in color . . . in style and design. Heekin specializes in colors . . . grinding the basic colors . . . blending them for perfect reproduction. That is why Heekin Lithographed Cans . . . in any size or shape . . . are so colorful. Why not let us prove it?

THE HEEKIN CAN COMPANY — CINCINNATI, OHIO

HEEKIN *Lithographed Cans*
WITH HARMONIZED COLORS

SEAGRAM DISPLAYS PRESENT THREE NOVEL USES OF LIGHT

THE "Great White Ways" of a thousand cities attest the attention-getting power of LIGHT—light "still" and especially light-in-motion.

In the artist's easel display, Seagram uses light to illuminate and bring out the strokes of the artist's brush embossed on the varnished surface of the reproduction, so cleverly attached to a genuine painter's canvas on a wooden "stretcher" that it looks, for all the world, like an original painting.

In the Christmas display, the interior of the fireplace is lit up to simulate a glowing log fire, and in the American Legion special display, the gigantic outline of a legionnaire's head is ingeniously cut out, so that it flashes up in a perfect red neon effect as the light blinks on and off.

If you want to "plus" the effect of your next display to double and triple its pull and attention value, call in an Einson-Freeman executive to discuss the latest developments in LIGHT.

EINSON-FREEMAN CO INC

Lithographers

LONG ISLAND CITY • N. Y.

"LOCALIZING" NATIONAL UNITS

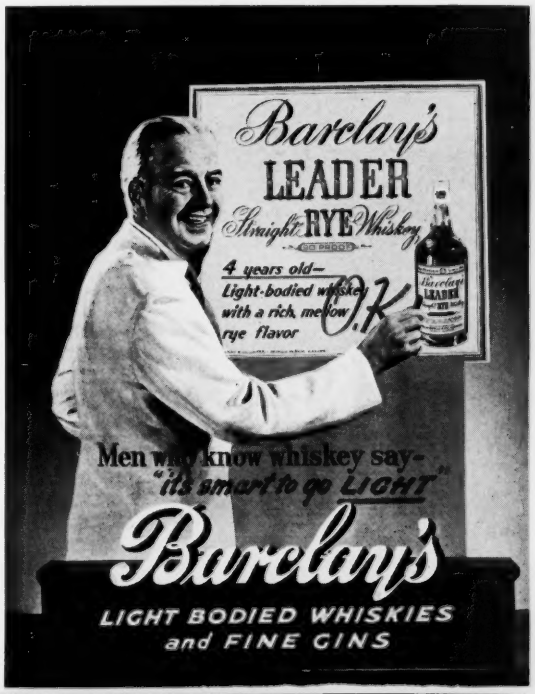
Many means are used to capture dealer and consumer interest with mass produced displays

Most displays are produced in a manner that keeps them absolutely uniform whether they appear in Maine or Texas. They are not adapted to the regional peculiarities of the stores in which they appear or to the specialized individuality of the store or dealer or the requirements of the distribution set-up. This is, no doubt, as it should be for purposes of economy in most cases.

However, in what seems to be an increasing number of instances, manufacturers have been taking pains to "localize" displays, if the invention of this term may be permitted for a procedure which is hard to describe in any single word. Some displays are localized geographically, by the introduction of some single element which is either changeable to meet the needs of dealers in varied territories, or so constructed that the dealer can effect the change himself. An outstanding instance of this sort was the display recently produced for Seagram's whiskies which utilized a map of the United States so constructed that the particular state in which the display was used was illuminated when the unit was installed.

Displays may also be localized as to product, being so designed that the dealer may use a single display to advertise any one of several products, usually the products of a single manufacturer. This proves advantageous in many instances where a manufacturer presents several products in his line, each designed for a particular type of customer and each priced in a different range. The constant elements in such a display may be produced by the most economical long-run methods, since they will be utilized in the largest possible number of stores. The variable portions of the display may be produced by methods more economical for short runs, or may be produced in quantity equal to that of the major portion of the unit. In the latter instance, the dealer is supplied with each of the various alternative display accessories and makes his own decision as to which he prefers to use.

Two outstanding instances of this sort are shown in illustrations 3 and 5 of this article. In one case, a life-sized reproduction of a man's figure forms a floor stand display. The man is presenting, for the customer's approval, a bottle of liquor. The sponsor of the display



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1–2. Five signs may be used interchangeably with the main portion of this display for Barclay's whiskies. The signs, as shown below, may also be utilized as easeled counter or window cards. Photo courtesy Ketterlinus Lithographic Manufacturing Co.

3

4

supplies his dealers with eight different cut-outs of eight of his brands and the dealer is thus free to insert any one of the eight and to change to any other from time to time. Here the cut-outs are produced by the same lithographic process used in producing the main portion of the display and in such cases are usually lithographed "ganged" on the same sheet as the main display. Such additional small pieces can also be incorporated into otherwise waste areas on the sheet and thus produced at extremely low cost.

The Hiram Walker Ten High bartender is a three-dimensional display, designed to sell any one of three Hiram Walker whiskies. Two changeable portions are here utilized, the dealer being able to change, at will, the sign that forms the front portion of the unit and the reproduction of a large button reading "We Serve ——— Whisky" which appears on the old-fashioned bartender's ornately embroidered vest. In this case, the Ten High Brand button has been lithographed directly onto the main portion of the display and two printed and die-cut additional buttons are supplied in an envelope accompanying the display. Tabs on the additional buttons fit snugly into slots cut in the main portion of the display and thus the dealer may easily effect a change from one brand to another.

The displays for Barclay's whiskies demonstrate another variation of this "localization" technique. Here the dealer receives a three-dimensional unit consisting of a reproduction of a male figure with crayon in hand and with various sales slogans inscribed on the lower portion of the display. Five separate cards are provided, each so designed as to fit into the display in such a manner that the figure's hand and crayon seem to have just written in the letters "O. K." which form an essential part of the message on each card. The dealer may insert any one of the cards to advertise the Leader, Private Stock, Caravan, or Gold Label brands, or to present a seasonal Christmas message. The technique, however, has been carried a bit further in this case by equipping each of the cards with its own set of easels and by suggesting to the dealer that these easels be utilized in other positions in the bar or store.

Oldetyme Distillers have used a somewhat similar technique with a bartender writing a "special lesson" onto a blackboard, with chalk. The blackboard panel is changeable, not to demonstrate various brands, but to suggest various drinks which might be compounded with Three Feathers Whiskey, such as Whiskey Sours, Manhattans, Old Fashioneds, Highballs, etc. The dealer is supplied with gummed labels covering the possible price range of these drinks and he may thus paste in his prices without spoiling the effect.

Price marking, in itself, is a frequent form of localization and, of course, all displays which have portions of their surface left blank to permit price marking fall, in a sense, into this category. To achieve permanence of display, however, some manufacturers have used the old revolving wheel principle to permit the dealer to change his price marking from day to day, as costs fluctuate, without destroying the neat *(Continued on page 94)*

What'll you have gents?
we'll make it with . . .
Hiram Walker's
TEN HIGH
STRAIGHT BOURBON WHISKEY · 90 PROOF
HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

5

6

3. A life-size cut-out figure is used to present the bottle purchaser to any one of eight Hiram Walker brands. Photo courtesy Ketterlinus Lithographic Manufacturing Co. **4.** Movable number wheels indicate changing prices on this butter display card. Photo courtesy The Forbes Lithograph Co. **5.** Both the front panel and the waistcoat button of this realistic, old-time bartender display are changeable to indicate any of three Hiram Walker brands. Photo courtesy Ketterlinus Lithographic Manufacturing Co. **6.** All or any of the various brands of sweet corn produced in the State of Maine may be displayed in this attractive floor stand. Photo courtesy Einson-Freeman Co., Inc. **7.** Bond Bread ties in with related items to insure dealer good will. Steps are provided for the display of six items offering the dealer a high profit margin. Photo courtesy The Forbes Lithograph Co. **8.** Changeable blackboard panels and gummed price labels make this display fit every bar's trade requirements. Individual cards promote whiskey sours, Manhattans, highballs, etc., and may be changed to meet local taste or seasonal demands. Photo courtesy Einson-Freeman Co., Inc.

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DISPLAY

1. This is a return engagement for the Bauer & Black Champion merchandiser. Found successful in years past, the company has again adopted this unit for the merchandising and display of Wet-Pruf tape. It revolves to permit easy selection and quick accessibility and it offers a choice of popular sizes of tape packages, clearly noting the price of each. Only a foot of counter space is required. Manufactured by Advertising Metal Display Co.

2. Frank Niering & Co., Inc., are promoting the sale of Drapettes, cross bar curtains for the kitchen, by the use of a special carton and display stand. The carton simulates a window, die-cut sections permitting a view of the curtains packaged within. The base of the display card supports the carton and is designed to represent a window sill. Price space is provided and background design simulates what might, perhaps, be the wall of a kitchen, thus achieving a harmonious ensemble. Designed by Robert Gair Co., Inc., and made by the Eastern States Cartons Division.

3. All the elements of successful point-of-sale merchandising are present in this shipping-display box used by Standard Brands, Inc., for its Tender Leaf tea. Attractive outside design and colorful printing advertise the product, not only when used as a display, but likewise during transit. The dual-purpose box is easily and quickly converted from a conventional shipping container into a counter display stand by "cutting the tape, lifting the top, tucking front panel under." Designed and manufactured by The Hinde & Dauch Paper Co.

4. A combination corrugated shipping case and counter display, containing a group of related Dwin home necessities, is being successfully used by the Baldwin Laboratories, Inc. Die-cut back panel gives essentials as to the use of the products. The base of the "5 Star Dwin" container catalogs each of the five sections so that the dealer has but to follow instructions to keep his display neatly stocked. This arrangement likewise facilitates consumer selection of the different cleaning products. Display-shipping container manufactured by the F. J. Kress Box Co.

5. A 3-piece window display with an outstanding air of quality for a low priced candy. The background is a rich chocolate brown which sets off the buttercup-yellow package reproduction. Above the reproduced candy box, a fabric buttercup, 8 in. in diameter, is inserted in each display, adding a definite point of interest to the entire unit. Designed by Leo Macdonald and lithographed by The Forbes Lithograph Co.

6. The development division of General Plastics, Inc., has prepared an educational exhibit chart on synthetic phenolic resin manufacture for use by schools and colleges. A hinged set-up box is utilized to house each exhibit. Pictorial illustrations present the source and manufacture of phenolic resins and samples show the various stages of production and finished examples of ultimate uses of resins in various products. The unit is used as an educational exhibit and by salesmen who find that it greatly facilitates the earlier stages for explanation of the nature of their company or its products.

4

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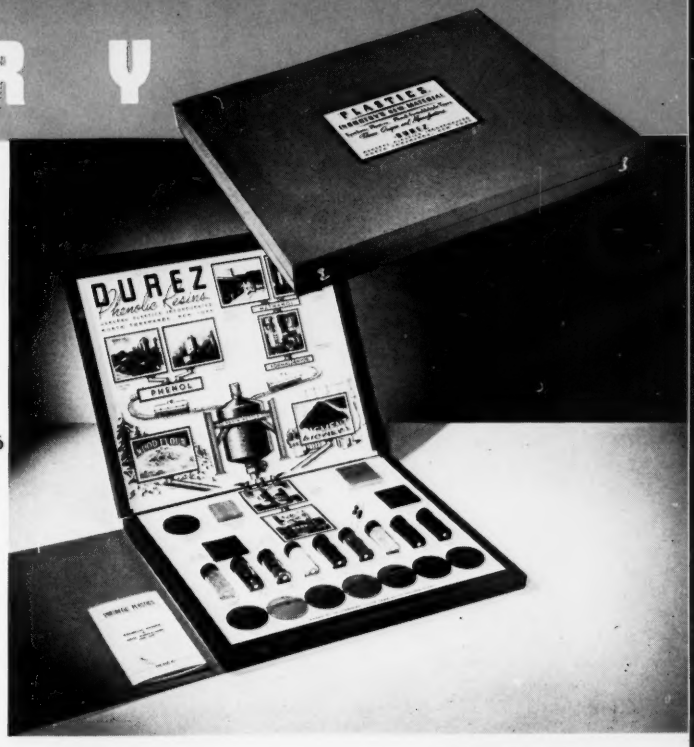
GALLERY



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7. A display card on which are attached bags of garlic kernels may be inserted into this display container, as illustrated, or may be taken out of the container and hung on a wall by itself. The packages are shipped in the display carton, the breakback construction of the unit permitting the dealer to quickly convert the carton into a display. Photo courtesy Milprint, Inc.

8–9. Photographic reproductions, factual copy, price and reproduction of the product package combine to get across the sales story for both Puretest Aspirin and Puretest Halibut Liver Oil Capsules. Similar treatment for both of these window display cards presents action illustrations in conjunction with the sales package illustration to achieve an effective tie-up. Created by the United Drug Co. and lithographed by The Forbes Lithograph Co.

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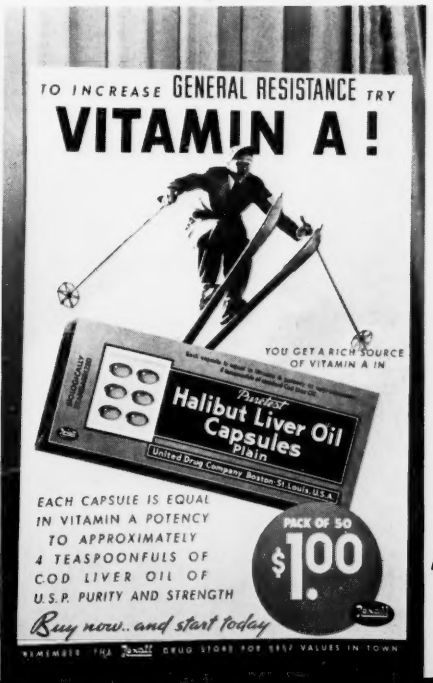
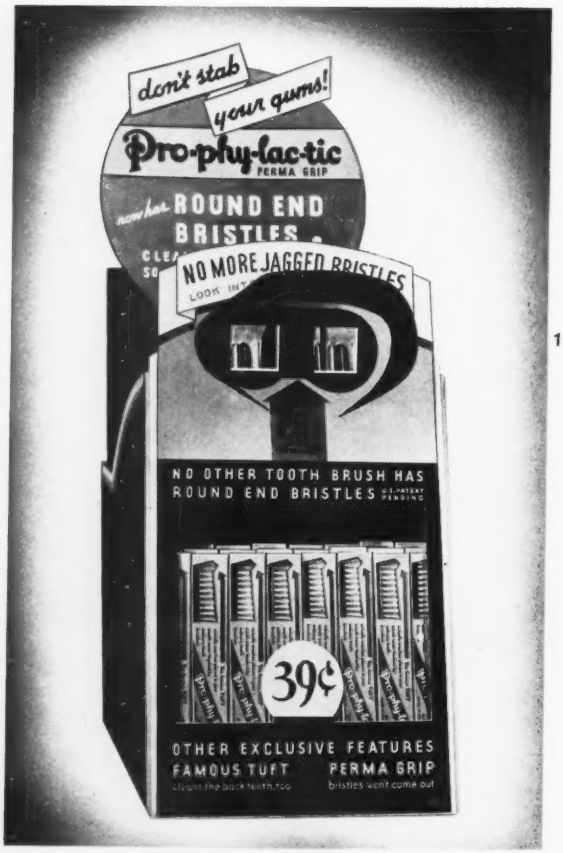

TO INCREASE GENERAL RESISTANCE TRY
VITAMIN A!
YOU GET A RICH SOURCE OF VITAMIN A IN
Puretest
Halibut Liver Oil Capsules
Plain
EACH CAPSULE IS EQUAL IN VITAMIN A POTENCY TO APPROXIMATELY 4 TEASPOONFULS OF COD LIVER OIL OF U.S.P. PURITY AND STRENGTH
PACK OF 50
$1.00
Buy now.. and start today

7

SHOW WINDOW SHOWMANSHIP

by FRANCIS D. GONDA*



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At long last, window display is on the way to formal recognition as a responsible medium. It is beginning to be established that store windows have a definite, clearly computed circulation, comparable in low cost and high sales potential with the most effective of other advertising mediums.

But circulation, at best, constitutes only an *opportunity* to sell—for paradoxical as it may seem, the only circulation that does you any good is the circulation that *stops circulating!* In other words, it is the people who *stop to look!* And it is just ordinary arithmetic that the more people you stop, the more chances you have to sell.

How are you going to do it? How are you going to apply the tried (but *not* "trite") principles of stage and screen to catch and hold your audience?

For lesson one, let's go to Hollywood, to one of the simplest, most effective ways to appeal to a larger audience—the "close-up." Just as you can see every fleeting expression on a screen star's face, so you should see every perspiring pore, every grateful gleam of moisture on the enormously enlarged drinker's hand in a beer display, or the bristly stubble of virility sprouting from the jutting jaw of Dempsey in the Jack Dempsey's Whiskey display.

It is easy to see, then, how the "close-up" in display operates to stop more people. (1) It is seen and understood farther. (2) It is seen and (*Continued on page 90*)

* Vice President, Einson-Freeman Co., Inc.

1. A demonstrator display which capitalizes on the consumer's natural curiosity and interest in scientific devices. **2.** Pepsodent turns the spotlight in movie fashion on this girl's beautiful teeth. **3.** The movies have proved the public's interest in medical science. Hence the illustration for this Johnson & Johnson display. All photographs courtesy of Einson-Freeman Co., Inc.

3

Diligent and unrelenting research has made the General Electric Company one of America's outstanding industrial corporations, and has convinced G-E of the importance of the point of sale in merchandising.

★

FORBES has been privileged to create and produce many items to help the sales of G-E products . . . write, wire or 'phone Forbes for this same co-operation.

FORBES LITHOGRAPH CO.

THE SHOP BY THE SEA

P. O. BOX 513 • BOSTON

NEW YORK CHICAGO CLEVELAND ROCHESTER DETROIT

Novel presentation of the vitamins and minerals found in Vi-Syneral is achieved by this display which utilizes wood, metal, glass, transparent acetate and cardboard in its construction.

SYMBOLIZING HEALTH

The nutritive elements in Vi-Syneral are forcefully presented in a unit which utilizes almost every display material in its construction

Vitamin capsules, it is claimed, have become the third biggest selling item in the drug field. Very briefly, this is due in part to the newly awakened public interest in daily vitamin consumption for vigorous health and in part to the unusually fine display and advertising promotions which have tended to keep this interest fully and actively aroused.

A unique window display has recently made its appearance for the presentation of Vi-Syneral, a product of the U. S. Vitamin Corp., which, in terms of sales reports, has measurably helped to give that final inducement-to-purchase. However, the unit is unique not merely for its "pulling" power. It is likewise ingenious in construction and utilizes practically every display material to achieve its eye-catching effect.

The original idea was conceived by designer William Bruning, in cooperation with the staff of the U. S. Vitamin Corp., who thought it desirable to present the nutritive value of Vi-Syneral in a manner understandable to all. Therefore instead of scientific charts or lengthy explanatory messages, simulated fruits and vegetables, in which are found the vitamins contained in Vi-Syneral, are used. The plaster cast food items thus form the central motif around which the rest of the display is designed and constructed.

A variety of materials has been utilized in order to combine durability, permanence of good appearance and lasting finish. Metal is used in varying weights and thicknesses. Thus the base and back panels are of wood and sheet metal, the platform of aluminum, while glass and wood likewise enter into the design as secondary materials. Cardboard and transparent cellulose acetate likewise form part of the construction of the unit.

A steel drum fits into grooves at the top of the wood back panel. This drum bears a glass front which protects an illustration of an anatomical figure used in the U. S. Vitamin Corp. promotions of Vi-Syneral and likewise symbolizing scientific advancement in vitamin and nutritional therapy. This figure is given further prominence by means of light. The (*Continued on page 98*)

You may not see the staples, but the Savings loom up large

For the economical construction of displays, for attaching small items to cards, for fastening jobs of many kinds, Bostitching is the answer. Quick, accurate, and secure, Bostitch does many jobs better—and at less cost.

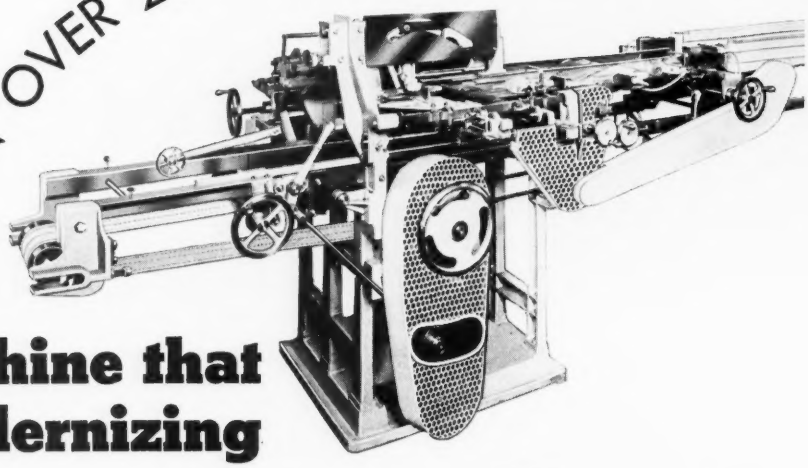
In the display case shown above, Bostitch attaches the clips that hold the buckles in place. It is the type of job you might not expect staples to do at all, yet Bostitch does it better than any other method.

THERE MAY BE A BOSTITCH SAVING FOR YOUR JOB, TOO.

Send samples or a description for suggestions, or write for general literature.

EASY TO GROW... 782 models... liberal trade-ins.
EASY TO BUY... Rental or budget plans.
BOSTITCH
EAST GREENWICH • RHODE ISLAND
56 DIVISION STREET
EASY TO GET... 300 specializing representatives in 81 U. S. cities, 39 foreign countries.
EASY TO USE... Anyone can easily operate any of the 782 models
EASY TO SUIT...18 research engineers fit Bostitch to your needs.
Staple Service

IN OVER 200 PLANTS



The Machine that is Modernizing Packaging Departments

All over the country, in large plants and small, manufacturers are installing the Model FA-Q, because they recognize it as the most modern of quickly adjustable wrapping machines.

In recent years, the keynote of wrapping machine design has been *flexibility.* Today, the question is *how flexible?* How quickly can it be adjusted? How wide is its size range? How many different types of wrapping will it produce?

Well, here is the answer. With the FA-Q, you can change from one size package to another in only 10 minutes—one third of the time formerly required for this adjustment. (This change covers all three package dimensions.) The machine can be equipped to handle any type of wrapping material—may be provided with Electric Eye for registration of printed material in the economical roll form. Not only wraps the usual type package, but handles open boats, turned-up-side trays, and extension-edge boxes. Has an extremely wide size range.* Produces the most distinctive, attractive wrapping at remarkably low cost.

Compare the FA-Q with other machines on these points. Consult our nearest office, or write for literature.

Three Models with Different Size Ranges

		Length	Width	Thickness
Model FA-Q	—Maximum	12″	5″	$3\frac{1}{4}$″
	Minimum	$1\frac{1}{2}$″	1″	$\frac{3}{8}$″
Model FA-2-Q	—Maximum	12″	$7\frac{1}{4}$″	$4\frac{1}{4}$″
	Minimum	3″	$1\frac{1}{16}$″	$\frac{1}{2}$″
Model FA-4-Q	—Maximum	14″	$7\frac{1}{4}$″	$6\frac{1}{2}$″
	Minimum	5″	$1\frac{3}{16}$″	$\frac{1}{2}$″

PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES

Mexico, D. F., Apartado 2303 Buenos Aires, Argentina: David H. Orton, Maipu 231

Peterborough, England: Baker Perkins, Ltd. Melbourne Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

PLAN CARDING IN ADVANCE

by A. J. PAYNTER*

Headaches and merchandise returns can be avoided by taking a few simple precautions

You are perhaps all familiar with the tremendously large part the wire staple plays in the assembling and sealing of packages and corrugated or fibre board containers used for shipping. Modern stapling equipment is so versatile today in its application that we do not have to concern ourselves with a limitation of sizes and shapes. Therefore the purpose of this article is to consider one of the many other angles of the use of wire staples by industry. The use we are to discuss here is the staple's adaptability to carding of merchandise for retail selling and the adaptability of merchandise for stapling.

First let us consider the materials from which staples can be made. Practically any commercial metal in use today can be adapted to staples. The metal can be either extremely flexible and pliable or very rigid and hard. It can be drawn into fine, medium or heavy wires, round or broad and flat. Staples can be finished with blunt or pointed penetrating leg ends.

*Sales manager, Acme Staple Co.

The large variety of metals available (plus the fact that with modern stapling equipment it is possible to obtain fine and accurate clearance adjustments) allows for the use of staples in carding the most delicate and fragile merchandise, such as thin glass bottles or vials or articles with a polished or high finish, all the way down the scale to the roughest sorts of hardware.

The thickness and type of cardboard used for carding merchandise depend largely upon the peculiarities of the mechandise to be carded. Heavy or bulky articles naturally need a much stronger and thicker card than do small, light articles. The types of board most generally used are patent coated, clay coated, bleached manila, kraft board and sulphite board. Colored news boards are frequently used, but quantities must be large in order to be economical.

From the standpoint of economy, wire staples often eliminate the necessity of hole punching the card to receive string or rubber bands or (*Continued on page 98*)

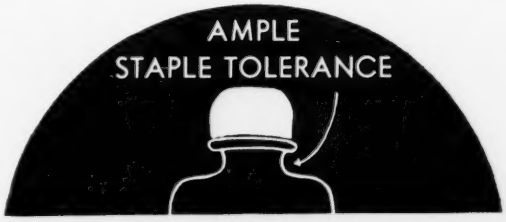


Fig. A. Bottle properly designed for stapling.

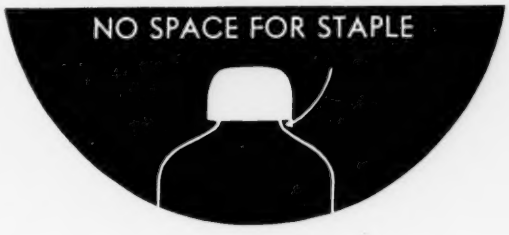


Fig. B. Bottle shape unsuitable for stapling.

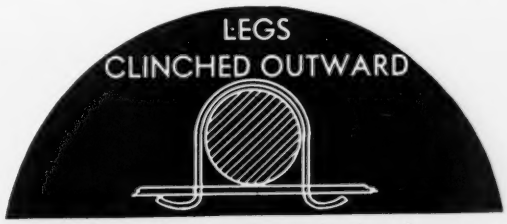


Fig. C. Staple above eliminates breakage danger.

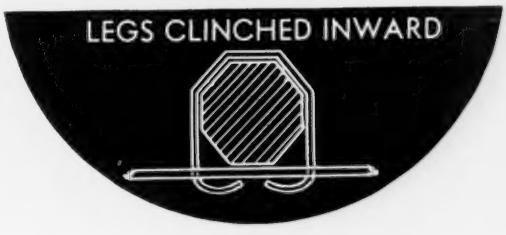


Fig. D. In-turned legs provide extra rigidity.

SUCCESSFUL CAN LABELING

by WALLACE D. KIMBALL*

Careful observance of a few simple advance precautions is necessary

In the February, 1938, issue of Modern Packaging, C. H. Lambelet, in an article entitled "Give Your Labels a Chance," presented a comprehensive idea of the difficulties encountered in the labeling of bottles and of the precautions which should be taken to avoid such difficulties. Similar difficulties frequently trouble manufacturers labeling tins or other cylindrical packages and might be avoided with equal ease if designers and production men take the necessary advance precautions.

Currently existing types of can labeling machines all depend, in their operation, upon the rolling of cans over a pack of labels, each can picking up one label which is used on that can.

It will be seen from the following description of the labeling operation, that the top of the label pile must lie in a true horizontal plane, because when a can leaves the tracks on which it has been traveling through the machine and the weight is transferred from the tracks to the pile of labels, the can must strike the end of the stack of labels squarely. Contact must be made over the entire width of the label and not on one corner or the other, to the exclusion of the balance of the label (see Figs. 1 and 2). The reason for this follows:

In order to pick up the label from the stack, the cans, in rolling through the machine, pass what is known as the pickup gum rollers. These rollers supply spots of gum in a line along the body of the can, which spots, after the can has made one revolution, contact the end of the label to be picked up. If the stack of labels is not level, the can contacts the top label only on the high side of the pile and the tackiness of the gum is not sufficient to hold the label in true alignment unless all the gum spots are in contact with the label. Failure to firmly pick up the label is the greatest cause for misalignment in the labeling of cans.

Because of the importance of having the labels lie flat and solidly on the label bed, to insure proper contact, we

* Vice President, Standard-Knapp Corp.

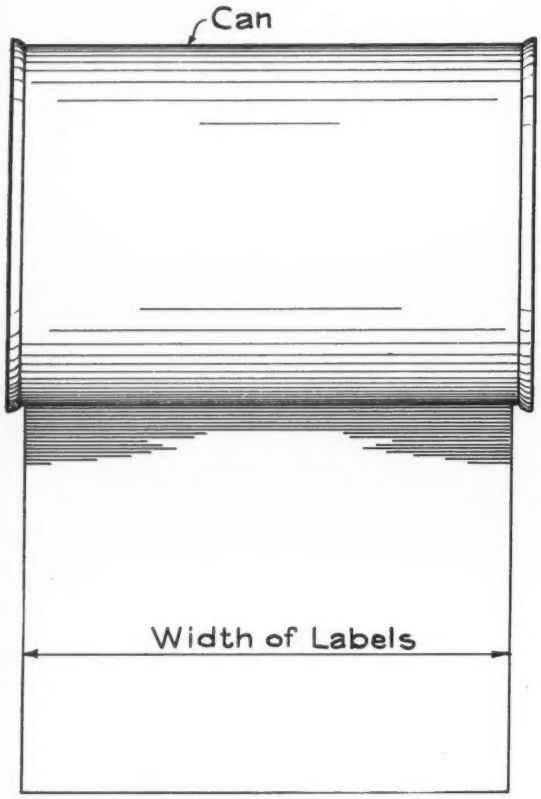


Fig. 1
Proper position or level of labels in relation to moving can.

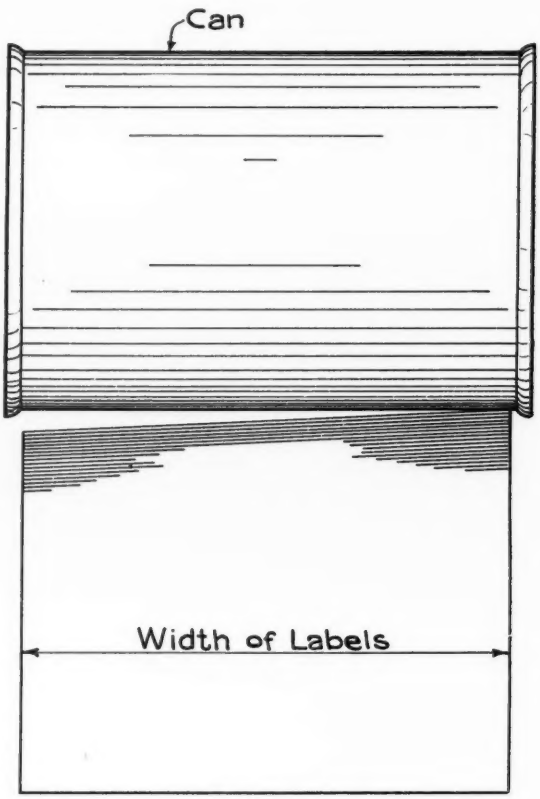


Fig. 2
Labels of unbalanced thickness create difficulty shown above.

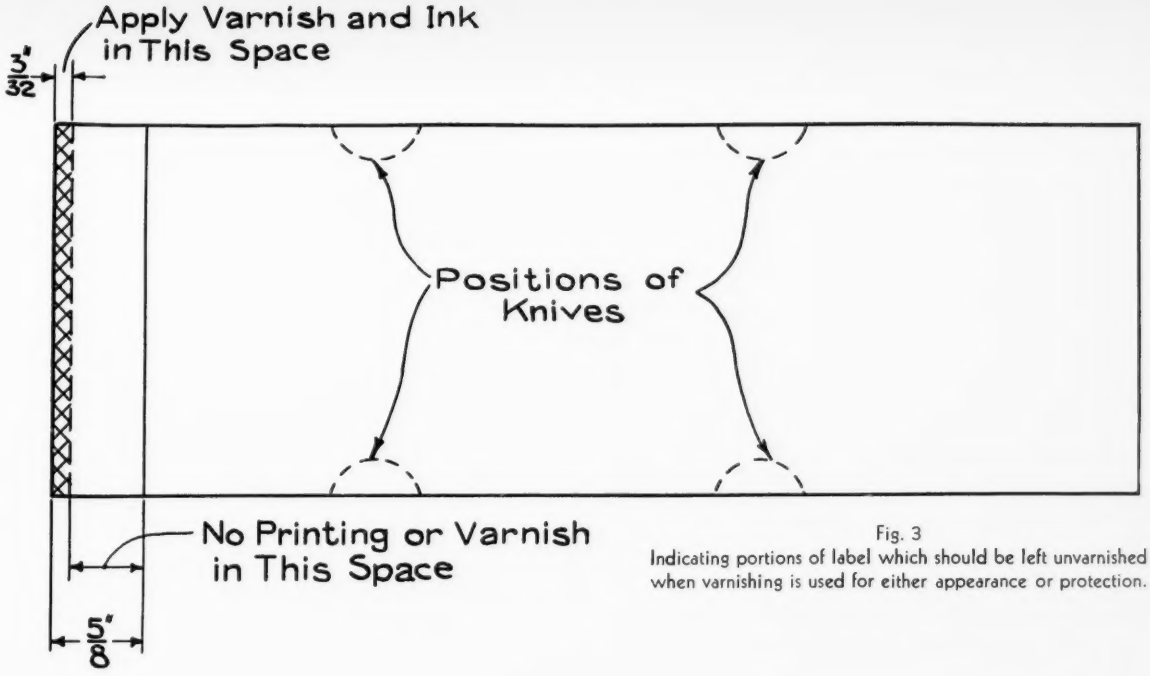


Fig. 3
Indicating portions of label which should be left unvarnished when varnishing is used for either appearance or protection.

list below a few of the requirements in the manufacture and care of labels which, if adopted, will greatly improve labeling conditions:

A. Have your bundles of labels wrapped in paper and stored in such manner as to prevent their becoming distorted or warped. They should be stored in a dry place. Varnished labels, in particular, are affected by moisture and will curl up if kept in a moist place, after which they may present handling difficulties.

B. The tying of label packs is inadvisable because of the tendency to tie them too tightly, thereby creating unevenness and curl at the point where the strings pass around the package.

C. When varnished labels are used, the pickup end of the label should be left unvarnished except as follows (see Fig. 3):

Most labels are printed with a plurality of labels set up in the printing press but so arranged that when the sheet is varnished, the varnish is not coated over the pickup end. If, when the labels are cut to size, a strip of varnish is left on the pickup end of a label, about $^3/_{32}$ in. to $^1/_8$ in. wide, it will mean that, at the very end, the label is of the same thickness as it is over the balance of its surface. This means that a can dropping off the tracks and onto the label pile has a firm, rather than fluffy, pile of labels to contact and being solid, the can and gum spots are pressed down onto the non-yielding surface of the labels, insuring the best pickup condition.

D. Another important factor entering into the uniformity of a stack of labels, is the application of ink. We will say one has a label printed on white paper, the bottom half of which has one coat of ink. On the other half it will have the same coat of ink, overlaid by a coating of aluminum ink. The difference in the thickness of the two edges of the label is sufficient, in a stack of 1000 labels, to make a difference in the height of the stack, on the two edges, of as much as $^3/_8$ in. This means that when you start to label cans off a stack of 1000 labels, one edge of the label is down $^3/_8$ in. (see Fig. 2), but when you wind up with only 100 labels, you are practically level (see Fig. 1) and with this condition it is impossible, at high speed, to effect uniform labeling.

E. As far as we know at the present time, all of the high speed can labeling lines require small knives on the edge of the label to hold the top label in place on the pile (see Fig. 3). These knives should all bear evenly on top of the stack, but this is impossible if one side of a stack of labels is higher than the other. It therefore follows that, in the design of a label, care should be taken that an equal number of layers of ink be placed on the paper, not only at the pickup end as described above, but under each one of the knives in the machine which is to be utilized.

The matter of uniformity in the width of labels is of great importance. If all labels used are not practically the same width, constant adjustment of the guides holding the labels in the bed is necessary. If there is as much as $^1/_{32}$ in. play between guides, a label can be picked up so that it is at least $^1/_{32}$ in. out of register at the overlapping end. This difficulty, nine times out of ten, is attributed to failure on the part of the machine to lay labels properly. The truth of the matter is that the machine has nothing to do with it. The labels shift around between the label guides and there is no assurance of their being picked up squarely and, if they are picked up squarely, there is no assurance as to what will happen to the lap end of the label when the can revolution is completed.

The trimming of labels to proper size is of such great importance that some large users (*Continued on page 90*)

PACKAGE INKS FOR FOOD PRODUCTS

by DAVID DONOVAN*

There are plenty of safe ones but it's best to make sure

"The only thing that sun-kissed oranges have on our inks is that you can eat the oranges," says one ink manufacturer in a current advertisement. The point being, in this case, that the inks advertised have been sun-tested for light fastness.

It will startle few readers to learn that printing ink is a non-edible product. Few inks are actually poisonous, but a certain number of them have some quality which makes them undesirable for use on food wrappers, containers, or leaflets to be included with a packaged food.

In fact, the food packager is perhaps the most exacting of all printing ink users. For his requirements, inks must meet all of the ordinary qualifications of package inks—they must be fast to light, fast to perspiration, water, mild deteriorants, and they must be capable of resisting scuffing, scratching and rough handling. But, in addition, the food packager requires inks so formulated that they will not taint, color or otherwise affect an edible product.

Toxicity of Pigments

Various United States government agencies have classified according to toxic effect the pigments, varnishes, driers, and other ingredients used in the manufacture and application of printing inks. This information has been correlated and, to some extent, broadened, by the Products Development Laboratories of the International Printing Ink Division of Interchemical Corp. in Chicago. Most of the data in this article has been taken from these studies.

Ink pigments vary in toxicity, ranging from such innocuous materials as calcium carbonate to the virulent paris green, an arsenic compound known to be "rough on rats" and on humans, too, for that matter.

Generally speaking, none of these elements or injurious derivatives should be used in printing a container or wrapper which will come in contact with a food product. In certain compounds, the toxic effect of many of these substances may be appreciably lessened, but it is a safe rule to avoid their use altogether.

It might be well to list, in general order of toxicity, chemical elements sometimes used in the manufacture of printing inks.

Toxic

Arsenic
Lead
Mercury
Copper
Chromium
Thallium
Selenium
Tellurium
Silver
Bismuth
Antimony

Here are elements which are only slightly toxic. Pigments made from these elements may be used safely on the inside of food wrappers.

Safe to Use

Zinc
Manganese
Titanium
Cerium
Aluminum
Nickel
Cobalt

These include some of the most common materials used in making ink pigments. Calcium, iron, and magnesium, also common materials, are non-toxic.

Legal Requirements

The statutory laws which relate to the use of pigments for inks to be used for edible products are vague and unsatisfactory. There are no regulations indicating what must not be used or what must be used; the only statutes in force invoke penalties for (*Continued on page 92*)

* International Printing Ink Division, Interchemical Corp.

THE PACKAGING LEADERS ARE PNEUMATIC USERS

Since 1923

Since 1919

INTERNATIONAL Cellucotton Products Co., producers of Kotex, Kleenex and other world-known products, installed their first Pneumatic machine in 1923, have since purchased 48 more! Lehn & Fink Co. put their first Pneumatic machine into operation in 1919, bottling their famed Lysol, have since added 15 more. Almost without exception the leaders in mass production depend on Pneumatic machines to package or bottle their tremendous outputs quickly, efficiently—*and at lower cost per container.*

★ PNEUMATIC
PACKAGING & BOTTLING EQUIPMENT

LOWER COST PER CONTAINER

PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices:
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Equipment and Materials

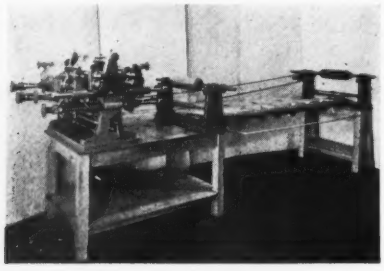
NEW DEVELOPMENTS IN PACKAGING MACHINERY · METHODS AND SUPPLIES

FOOT POWER BAG SEALER

For bags made of heat sealing materials, a new foot power, electrically heated bag sealing device has been developed by Amsco Packaging Machinery, Inc. The instrument is bench mounted and an adjustable cable is used to connect the moving jaws to a foot treadle.

Seven-inch sealing jaws equipped for 110 Volt A. C. operation are supplied as standard equipment, but extra wide jaws and Direct Current or 220 Volt A. C. hook-ups are available at slight extra cost. Both jaws are heated and have thermostatic heat controls, the heat elements being mounted in asbestos blocks.

The instrument, it is claimed, provides production up to 1000 bags per hour, depending upon the style and size of bag. Both regular crimping and crimping and labeling operations are practicable.



ANILINE PRINTER

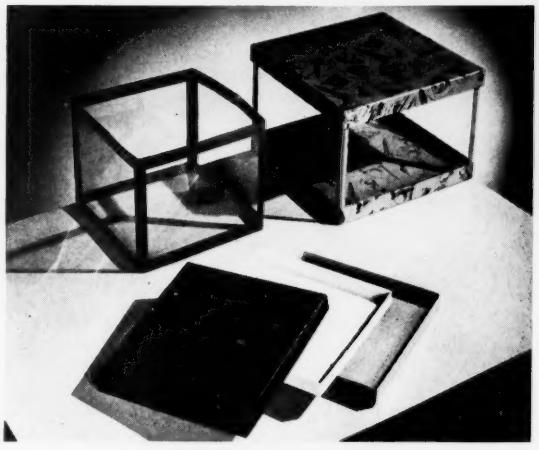
A new multicolor aniline web printing machine, especially constructed for printing on cellophane, foil and acetate with opaque and transparent aniline inks, has been recently introduced by the Haida Engineering Co. The machine is equipped with color register adjustment, ink agitators, easily adjustable impression stops, draft rollers and many other important features. The mill roll stand and the windup stand are both separate units and can be spaced at any desired distance from the printer. A slitter is also built into the machine. The unit comes equipped with electric heaters ready to run.

KNOCK DOWN TRANSPARENT BOX

A new type of box with transparent side walls and opaque top and base has been developed by Joshua Meier, Inc., and is covered under patents held by this firm.

The unit consists of three set-up box parts constructed similarly to the ordinary telescoping top of a set-up container and a series of folding side walls made with transparent cellulose acetate and flexibly joined together by concealed stitches through strips of cloth. These strips, it is claimed, reinforce and protect all edges and corners of the box and thus eliminate the possibility of opening up of cemented seams.

For shipping or storage, the jointed side walls are folded into the bottom of the box and the cover fitted over this to form a complete shallow container. In erecting the box, the walls are set up within the base and the secondary base part is inserted as an interior support for the walls. The cover of the shallow box serves as the cover for the erected container.



A box fully set up with transparent sides showing which would measure $12\frac{3}{4}$ in. square by 9 in. in height becomes, for storing and shipping purposes, a box $12\frac{3}{4}$ in. square by $1\frac{1}{2}$ in. in height. Thus, it is claimed, storage space is reduced to the proportions of 6 boxes to one nonfolding container of similar size. It is further claimed that the box when set up has an elastic "give" which prevents breakage in rough usage.

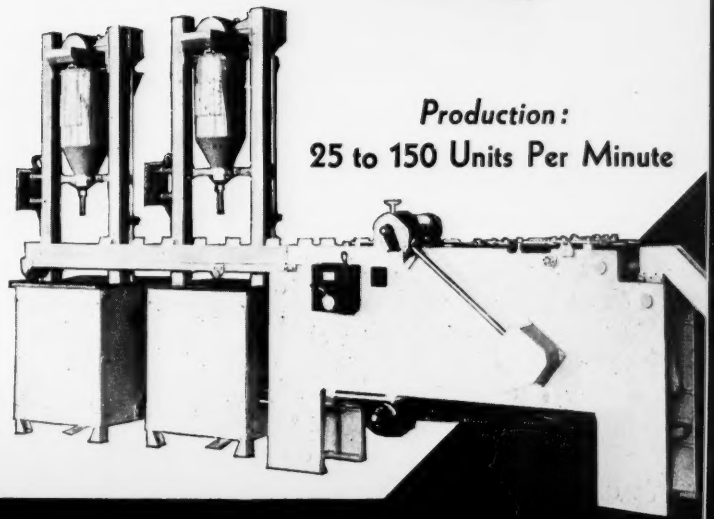
..... JUST RIGHT *for* SOFT DRINK POWDERS

STOKES & SMITH FILLERS *and* SEALERS

Packaged on the S & S Filler and Sealer, soft drink powder, or any free flowing material, is accurately filled, tightly sealed and speedily delivered. One, two, or three filling units can be used with each sealer.

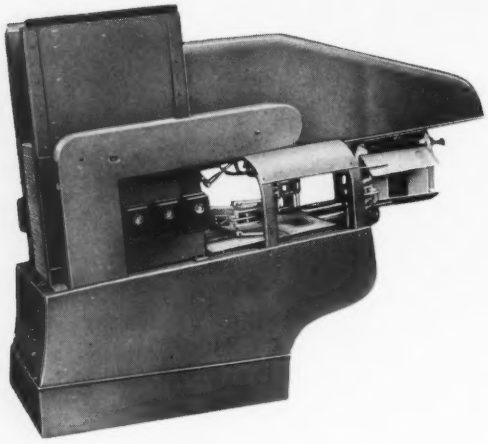
A host of well-known users have made the S & S Filler and Sealer one of the most popular of packaging machines.

Convenient payment terms are available. Write for complete information.



Production:
25 to 150 Units Per Minute

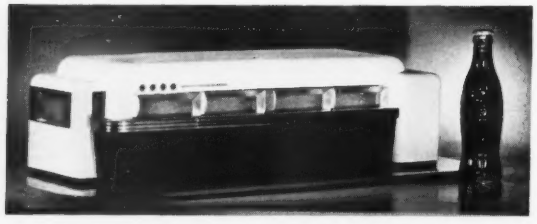
STOKES & SMITH Co
PACKAGING MACHINERY — PAPER BOX MACHINERY
Frankford, Philadelphia, U. S. A.



SHIPPING CASE OPENER

A new machine which, it is claimed, automatically removes knocked down shipping cases from a magazine, squares up the cases, folds the bottom inner and outer flaps and places the set-up case over the horn of an automatic casing machine, has been developed, for use in conjunction with the latter type of machine, by the J. L. Ferguson Co.

The casing machine is so adjusted as to automatically trip when the set-up case has been placed into position and the filled container is then lowered and transferred to an automatic shipping case sealing machine. Thus the new container opener and positioner, it is claimed, eliminates the necessity of having an operator square up and place cases over the discharge outlet of the casing machine and permits full automatic operation at high speeds of casing and case sealing equipment. The unit is particularly applicable in lines where high production on a single size of shipping case is anticipated. The speed of the unit is from ten to twenty cases per minute.



REDESIGNED BOTTLE WASHER

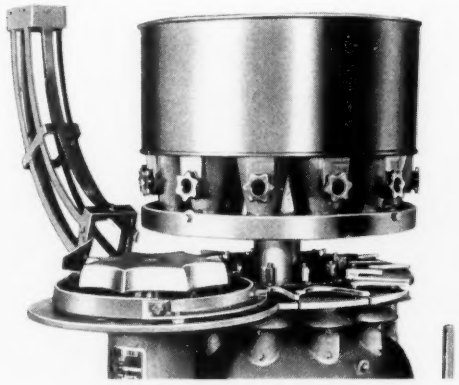
The Miller Hydro Co. has placed on the market its new Brush Hydro, a bottle washer and sterilizer for use in carbonated beverage bottling plants. The new unit, as redesigned by Barnes & Reinecke, industrial designers, is housed in a gleaming white streamlined cabinet with windows framed in bright metal through which the bottles may be viewed in the course of their treatment and passage through the machine. The new design features rounded corners and a generally easily cleaned form and surface. All moving parts are placed within the streamlined housing.

NEW 12-STATION SOUP FILLER

Sprague-Sells Division of Food Machinery Corp. has just added a new soup-filling machine which is claimed to incorporate many improvements over former machines used for this and similar purposes.

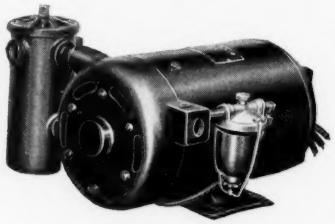
One feature said to be particularly worthy of comment is the operation-by-gravity principle, by which there is no possibility of cutting or damaging solid materials such as cubes, small vegetables, etc., as in vegetable soup. No plungers or pistons are employed.

In this filler, a series of measuring chambers located in the bottom of the filler hopper below a cut-off plate are filled by gravity, each chamber measuring a quantity exactly right to fill the size can being handled. A lower valve then opens and permits the soup to fill into the the can below. Accurate filling is maintained and, equipped with 12 stations or measuring chambers, the filler is capable of operating at extremely high speed. This machine will fill any semi-liquid product which flows by gravity.



MOTOR AND PUMP UNIT

A machine which comprises a motor and a pump for vacuum or air pressure in one integral unit, known as Motoair, has been developed by the New Jersey Machine Corp. The unit can be installed in normal mounting or upon wall or ceiling mountings. Motoair is made without the usual space-taking air-chamber since both the vacuum or the pressure is built up without pulsation or vibration. Another feature is the visible oil control and filter which, it is claimed, is designed to eliminate the spraying of oil which frequently causes spoilage.



The unit is approximately the same size as a standard motor and is adaptable to any automatic machine using vacuum or pressure without altering its existing design.

LOWER PACKAGING COSTS WILL INCREASE YOUR PROFITS

If your product requires force feeding and packing, the Packomatic Auger Packer does an economical satisfactory job for you.

It is simple in construction and design, easy to operate, rapidly cleaned when changing from one product to another, and handles a large variety of products and container sizes.

We also manufacture a complete line of Packaging Machinery, Automatic Net and Gross Weight Scales, Volume Fillers, Carton Sealers, Automatic and Hand Glue Paper Case Sealing Machines. Complete information will be gladly furnished upon request.

A PACKOMATIC ENGINEER CAN HELP YOU

REPRESENTATIVES

NEW YORK BOSTON CHICAGO LOS ANGELES
ST. LOUIS DENVER SAN FRANCISCO SEATTLE

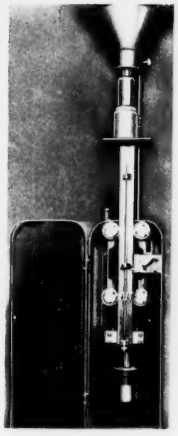
PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

PACKOMATIC AUGER PACKER

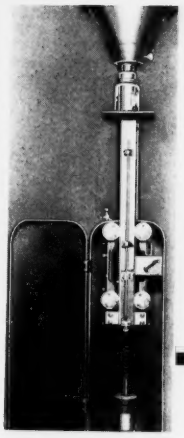
Machine Will Handle

Drug Powders
Pharmaceuticals
Ground Spices
Flours
Dental Powders
Putty
Plastic Pastes
Cleaning Powders
Poultry Remedies
Malt Powders
Bluing Powders
Chocolate Powders
and many others

Rapidly removable auger and tube, and door in hopper, offer quick cleaning and interchangeability.



Simplified construction, positive electric control and brake, plus easy and rapid adjustment, increases operating speed



Frictionless packing stroke, micrometer-like adjustment, and instantaneous electrically stopped auger insures commercially accurate weights.

Plants and Personalities

NEWS NOTES TRENDS

HERBERT R. BLISS of the Dexter Folder Co., New York, N. Y., died January 3. Mr. Bliss entered the fibre box business in approximately 1911 and he developed the first methods of wire stitching and sealing the bottoms and tops of regular slotted containers in about 1913. In 1914, Mr. Bliss gave up the box business and

HERBERT R. BLISS

joined the J. L. Morrison Co., manufacturers of wire stitching machines. He served with the River Raisin Paper Co., from 1916 to 1920. He returned to the Morrison Company in 1920, where the first Bliss box and machinery for assembling and sealing were developed. In 1926, he became president of the H. R. Bliss Co. which merged with the Dexter Folder Co. in 1932.

PLASKON CO., INC., Toledo, Ohio, announce several changes in personnel. Richard B. Harrison, vice president, is placed in charge of the Toledo sales office and Whiting N. Shepard, formerly in charge of this office, has now been placed at the head of sales and service in the Chicago area. His headquarters are in the company's Chicago office, 2118 Palmolive Building, where he is assisted by G. T. Walker, Jr. Carleton Ellis, Jr., formerly in charge of the Chicago office, will be in Toledo, associated with production and research.

An office of the Plaskon Co. has been opened in Rochester at 1045 Lincoln-Alliance Bank Building with C. Burton Wing in charge of sales in that territory.

A. E. Egerter has moved from the New York office to Toledo where he is now in the sales and advertising department. H. W. DeVore maintains his headquarters in Toledo but will be in supervision of sales and service for Ohio and Michigan.

A NEW PLASTICS DEPARTMENT has been formed as a part of the Individual Division of the S. S. White Dental Manufacturing Co., which will operate as custom molders specializing in thermo-plastic injection molding in acetate and similar thermo-plastic materials. The offices of the Industrial Division are located at 10 E. 40th St., New York.

ALLENTOWN SILK CO., INC., Allentown, Pa., is a newly organized ribbon manufacturing firm under the presidency of R. G. Buser. The New York office is located at 58 West 40th Street.

A. E. SKERRITT has been appointed sales representative of the Hazen Paper Co. for California. Mr. Skerritt will maintain an office at 1356—22nd Ave., San Francisco, and will carry the complete Hazen line of decorative papers.

NORMAN F. GREENWAY, formerly resident manager of the Robert Gair Company's Piermont plant, has been appointed to the newly created post of general manager of that company. He will operate out of the company's New York office.

William E. Levis, president of the Owens-Illinois Glass Co., who has been elected a director of the New York Central System to fill the vacancy left by the late Frederick W. Vanderbilt.

CHAMPLAIN CORP. (formerly Chambon Corp.), Garfield, N. J., recently elected the following officers: Thomas Meloy, president; A. M. Wickwire, vice president; Joseph A. Parks, Jr., vice president; Peter O. Hlobil, treasurer; Herbert B. Woodman, secretary; J. G. Morgan, comptroller and assistant treasurer.

JONES BOX AND LABEL, LTD., of London, Canada, has opened a new office at Toronto.

FRED'K. H. LEVEY, CO., INC., has moved its executive and general sales offices to 41 East 42nd Street, New York, N. Y.

The "Little Pig" mustard jar is reported to have attracted marked attention because of its unusual shape. The closure is slotted to permit re-use of the container as a child's savings bank.

THIS BOTTLE IS A BANK

A unique type of re-use container has recently been adopted for the mustard and barbecue sauce products of the Bailey Manufacturing Co. Specially molded glass jars, in a shape reminiscent of one of the famous "Little Pigs," are utilized, the jars being topped with closures equipped with slots and lettered "Brother, Can You Spare A Dime?" Thus, after utilization of the container for its original purpose, the unit is ready for re-use as a child's saving bank or as a general household container.

Labels, carrying brand name, product designation and company name, are designed to fit in with the shape of the bottom to form a more graphic picture. The label, of brightly printed and embossed foil, resembles the collar and tie of the "Little Pig" and thus completes the ensemble in a most life-like manner.

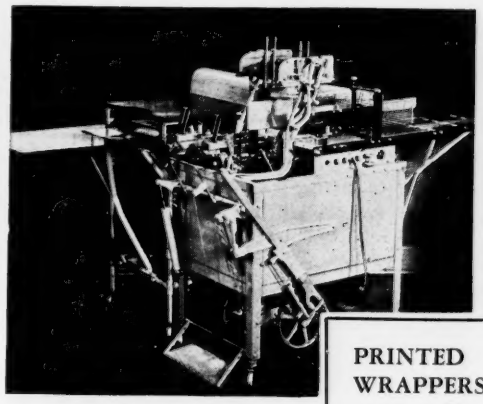
The company reports that the unusual shape and appearance of the container has brought forth an extremely fine response from dealers, who accord it marked preference in constructing their displays. The display value of the package likewise acts as a major contributing factor in achieving consumer attention. Although the package has been on the market but a few short months, it is reported to have achieved phenomenal sales growth since its introduction and to have maintained re-sales among its original consumers at a high rate.

The slotted caps are lettered in red against a gold background and the labels utilize a red, gold and black color scheme. The liner of the cap effectively closes the slot until the consumer desires to use the container as a bank. At that time the liner is simply removed from the closure and access to the container through the slot is thus made possible.

Credit: Hazel-Atlas Glass Co. for design and manufacture of both containers and closures.

Saves 15% to 20%

in printed wrapping material alone!



HEAVY DUTY
Miller Model MPS
Wrapping Machine

PRINTED WRAPPERS
—are 15% to 20% cheaper in roll form.

Over and above savings in labor, the Miller Model MPS saves 15% to 20% in printed wrapping material by using it in its cheapest form . . . in rolls. The MPS can also be furnished to attach printed bands.

The Model MPS is *instantly adjustable*, extremely flexible, using heat, glue, or solvent sealed wrappers from the *roll*. This versatility guarantees less idle time, extra profits.

If you want to save labor, speed production, improve package appearance, and cut material costs, PROFIT by writing!

Miller WRAPPING & SEALING MACHINE CO.

14 So. Clinton St. **CHICAGO**

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

ROBERT GAIR: A STUDY by H. Allen Smith (Published by The Dial Press, New York, N. Y., $2.00). This volume appears on the centenary of the founder of the Gair companies and in the 75th year since Robert Gair, just mustered out of the Union army, set up business as a paper jobber in New York City with the money he had saved as an officer in the Civil War.

The volume casts much interesting light not merely upon Robert Gair himself, but upon the beginnings of the great container industries which today form an important portion of our national economy. Particularly interesting is the description of Mr. Gair's invention of the cutting and creasing principle which is the basis of all folding carton manufacture and which caused a complete revolution in the folding box industry, transforming it overnight from a limited production field of hand operation to a highly mechanized industry relying upon automatic equipment and mass production. Although this was one of the first of numerous innovations in the packaging field ascribed to Mr. Gair, his pioneering was not restricted to packaging alone. He was the first manufacturer to build large multi-story factory buildings of reinforced concrete, the development of these large edifices dominating the Brooklyn waterfront where the Gair companies formerly operated.

Young and growing industries are usually too much engaged in the process of growth to pause to write history while they make it and thus a volume of this sort, sketchy though it must be within its 118 pages, marks a measurable addition to the short shelf of volumes which record as history the highly significant developments in the container industries which have vitally affected every factor of American life within the last 50 years.

R. W. GRAUERT, INC., New York, has issued a new folder containing sample sheets of Blue Ribbon Antioxide Bronze and Pigment Color roll leaf for stamping purposes. The Antioxide Bronze is available in four shades of imitation gold, in aluminum and in five metallic bronze variations. The Pigment Color roll leaf is available in black, white and 48 assorted colors.

THE ELWELL-PARKER ELECTRIC CO., Cleveland, Ohio, has published two bulletins on power industrial trucks. Bulletin A-8416 covers the type EP-10 low lift platform truck and bulletin A-8459 covers the type ELN-10 high lift platform truck.

PALMER-BEE CO., Detroit, Mich., has issued a new 100-page catalog of its roller conveyor, gravity and power driven equipment for use in the packaging and other industries.

CONSOLIDATED PACKAGING MACHINERY CORP., Buffalo, N. Y., has prepared, in limited edition, an analysis of the principal types of paper bag closures available to industry and of the advantages and disadvantages of each. Under the title "Bagfax," the booklet, prepared by Royal T. Moore, develops a series of standards or checking points against which each type of bag is checked. These include permanence of shape, security of closure, re-closability, siftproofness, possibility for artistic design, ability to take printing on all sides, suitability for various commodities, convenience in stacking, convenience in packing and cost of necessary equipment. These standards are comprised of two series for comparison with the advantages and limitations of cartons and sewed cloth bags.

The booklet is not designed for general distribution, but is available to interested firms in the bag-using industries on request.

SHIPPER'S HANDY HELPER is the title of a catalog, published by the Diagraph-Bradley Stencil Machine Corp., St. Louis, Mo. The booklet comprehensively presents information on shipping problems such as data on commerce regulations for packing, marking, invoicing and export shipments. Charts and supplies and devices utilized in the shipping and packing departments are likewise presented.

THE MENASHA PRODUCTS CO. Menasha, Wis., has issued a booklet entitled "Case Histories" which describes and illustrates the solution to different problems of protective packaging for food products.

HAMPDEN GLAZED PAPER & CARD CO., Holyoke, Mass., has issued swatch books on its pyroxylin box papers, plain finish and embossed, and on its woodgrains, both box veneer and teak veneer. Price list is included in both swatch books.

A COMPLETE, PRINTED EXHIBIT LIST of all entries in the 1938 All-America Package Competition has been prepared and is available on request. The entries listed are on display at the Exhibit Hall of Modern Packaging, Chanin Building, 122 E. 42nd St., New York, and may be seen there from 10:00 to 4:00 daily and from 10:00 to 12:00 on Saturdays. The exhibit will be maintained through March 15.

STOKES & SMITH Co., Philadelphia, Pa., has issued a folder describing its models of powder filling equipment.

In front is seen the new Alpen Brau beer label and the newly introduced neck band, comparing most favorably with the old design seen on the left hand container.

REDESIGNED BEER LABELS

In introducing new labels for its Alpen Brau beers, the Columbia Brewing Co. sought to overcome defects of the previously used labels, without losing the values which had been built by long usage of the earlier design.

The old label suffered from a jumbled appearance, antiquated lettering forms and a color scheme which not only had no relation to the color of the container itself, or the product, but introduced mechanical difficulties.

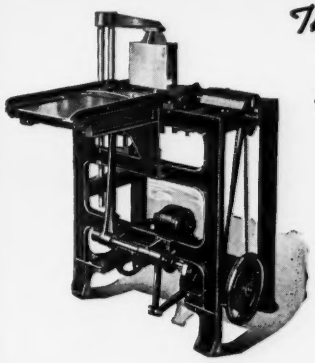
It was decided, therefore, to make major improvements in legibility and, at the same time, to discard the silver, red and blue color scheme in favor of one utilizing shades of brown and thus fitting in with the brown of the bottle and of the product. Thus the old difficulty caused by the rubbing off or dusting off of the silver and the consequent darkening and dulling of the blue and red was to be avoided in the new labels.

Designer Edwin H. Scheele has managed to retain the major elements which had been found advantageous in the old labels and has measurably improved the rendering of the central illustrative figure of an old Tyrolean brewery pictured in its Alpine locale. A deep brown was selected for the redesign, and simplified lettering, and the background shades from very light at the central illustration to almost the color of the brown glass around the rim of the label. A decision was also made to introduce a neckband carrying the brand's slogan "Nothing Finer Out of a Bottle."

The design finally selected was chosen by 87 per cent of a group of 125 consumers asked to vote on a series of proposed designs. This judgment has since been confirmed by the reactions of dealers and consumers to the bottle as it now issues from the production lines.

Credit: Labels produced by Woodward & Tiernan Printing Co.

This Machine SETS UP *the cartons*



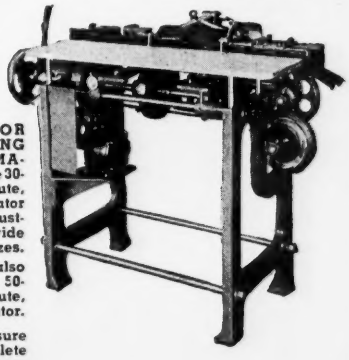
PETERS JUNIOR CARTON FORMING AND LINING MACHINE used to set up 30-40 cartons per minute, requiring only one operator . . . can be made adjustable to handle a wide range of carton sizes.

SENIOR Model available to set up 50-60 cartons per minute, requiring no operator.

Send us samples of your cartons or their sizes and ask us to recommend machines to handle them economically. It will pay you to investigate this equipment.

These
PETERS CARTON
PACKAGING MACHINES
will reduce your handling costs to a
. . . MINIMUM!

This Machine CLOSES *the cartons*



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE used to close 30-40 cartons per minute, requiring no operator . . . can be made adjustable to handle a wide range of carton sizes.

SENIOR Model also available to close 50-60 cartons per minute, requiring no operator.

It will be a pleasure to send you complete information on these machines.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

SUCCESSFUL CAN LABELING

(*Continued from page 79*)

of labels have their own paper cutters. They buy their labels oversized and trim them down to exact size in their own plant. The result is often a saving in loss of labels, due to improper alignment, and an increase in operating speed. While this procedure is practical only for some larger users, it indicates the importance of correct trim.

In past years, when speed requirements in the labeling operation were not as great as they are now, many of the points treated above were unimportant, but now, at a time when every manufacturer is endeavoring to increase his production, it becomes necessary more and more to scrutinize very carefully the design and manufacture of the labels and the care thereof, in order to obtain the very best operating conditions.

"FRENCHIFIED"—WITH A PURPOSE

(*Continued from page 35*)

seal, printed in red to match the ribbon, bears the message "Not genuine if seal is broken."

The containers, in four sizes ranging from a half litre to four litres (both English and French measurements are given on each can), are designed with unusual pyramid tops, making for convenience in pouring and use of the product, as well as for unusually attractive and novel appearance.

Credit: Cans designed and manufactured by Continental Can Co, Inc. Coatings, hand enameled. Labels designed by Valentine & Co., Inc., and manufactured by Munro & Harford. Ribbons and seals manufactured by Ever Ready Label Corp.

PHOTOMETRIC ANALYSIS

(*Continued from page 47*)

One figure may be obtained representing complete efficiency—especially helpful in comparatives or choices between designs. But the real, solid value of photometric analysis lies in cross-sectional percentages by factors. Here it becomes obvious just where weakness exists, and what can be done about it. Checking back to the photometric tests makes reasons for various ratings clear. This detailed information turns the process from criticism to decidedly constructive channels.

The advantages of this method, applied to sketch of dummy before marketing and before incurring preliminary costs, are readily apparent. But this is only one of many possible applications. Various candidates for a new design can be examined to facilitate the wisest selection. The tests may be applied before a redesign, to see what attention is required, and afterward to see if needed attention has been received.

It must be kept in mind, however, that this is no panacea for packaging problems. Photometric analysis applies to appearance alone—admittedly only one phase of the packaging problem.

There may be many times when this method fails to do justice, in spite of precautions, to the good qualities of a design. But this much can be stated with emphasis. If fault or short-coming shows up in these analyses, it is a real fault. It exists; the evidence of its existence is there before the eyes. It will continue to exist, a handicap to advertising and selling effort, as long as it is left unattended.

SHOW WINDOW SHOWMANSHIP

(*Continued from page 72*)

understood faster. And it stands to reason that the more people who see it, the larger its "radius of visibility," the larger is the display's "selling radius" or zone of effectiveness.

But after you have arrested attention by the sheer, gigantic size of your close-up head, how are you going to concentrate that attention on the particular feature you wish to emphasize?

That's easy. Just turn to the stage again for your answer and turn the *spotlight* where you want the eyes of your audience to stop. Striking lighting of a beautiful girl's head, with the light concentrated on the teeth and the rest of the head in warm shadows, is an excellent example as used for Pepsodent Tooth Paste.

Now, to borrow another one of the successful strategies of screen and stage—the star system. If you can add to the "pull" of your picture the popularity of a great personality, you are fortunate indeed!

But few advertisers have the luck—or foresight—to be able to have the public literally "shake hands" with the product, like the cut-out of Jack Dempsey, large as life, which invites you to "Meet Jack Dempsey"—all six feet two of him! No wonder that the sporting page of the *New York Daily News* editorially remarked that people all over were walking up to shake hands with this cut-out—and that many college girls were swiping it for their dormitories.

Or, taking another leaf from the book of Hollywood and Broadway, if you can't find a ready-made star, *make* one! It can be a real live one, like the freckled little urchin, holding the huge potato, whose charm is rapidly becoming famous as the "Maine Potato Boy."

Or, considering that 90 per cent of all buying for the home is done by women and that exactly 100 per cent of

them had and loved at least *one* doll as a child, why not create a personality of a doll? You can even animate a well-known trade character. As, for instance, by taking one of the oldest we have, the ancient darky of Green River Whiskey with his mule and transferring them into marionettes playing several hilarious situations on a puppet stage. In fact, you can even make a personality out of such an unpromising trade mark as a letter, like the jolly K-Man trade mark of Krueger's Ale, who serves as waiter and "stooge" for Krueger displays.

Next to the performers in importance is the background, the scene. And from Belasco to Bel-Geddes, the stage and screen have been striving to get the maximum of realism, color to enhance the atmosphere of the play.

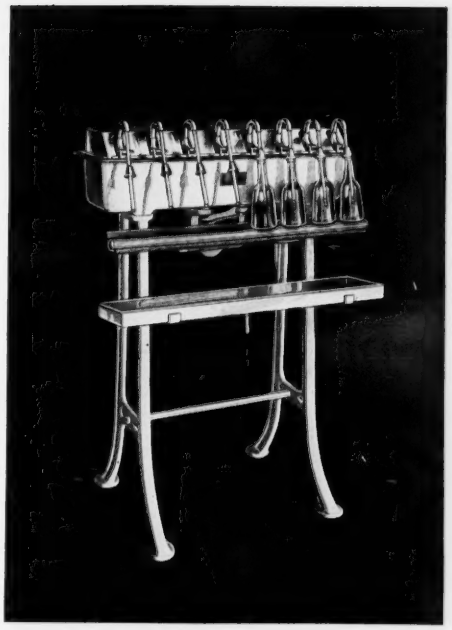
This movement in motion pictures has an exact parallel in the recent development of an amazingly realistic process of reproduction, combining direct color photography with the deep-etch process of offset lithography. You can get pictures of food so real and vivid in color that you can almost *smell* it!

Next after *color* comes *form*. It is virtually an axiom that the nearer you can come to a stage setting in a display, the farther away it gets from a mere flat background, the more likely it is to catch the passerby's attention. The illusion of reality is created by cut-out forms in several planes, instead of a single flat plane which forms only a *picture* of reality. And because it is obvious that a display has to compete for attention with the three-dimensional merchandise in the window, all the ingenuity and the best creative efforts of display producers have recently been directed toward making the display simulate the appearance of substance—of solidity, thickness, depth.

In its simplest form, it may be only a "close-up"—a greatly enlarged version—of the package itself. But nowadays it does not do for it to be the mere conventional "giant package." It must possess intrinsic usefulness—in the language of the modern industrial designer, "functional utility," for instance, the giant replica of the golden Budweiser can, with its double top and bottom, forms a sturdy fixture on which to stand several cans of the actual product, or, better yet, allied merchandise. This naturally lengthens its terms of life on the counter and in the window.

Flo Ziegfield was probably not the first to realize the value of gorgeousness, gilt and glitter to enhance and "glorify" the merchandise we have to sell. Just so, in simulating the appearance of depth, we can add glittering metallic foil to the display to catch and reflect any artificial light or daylight; or to furnish a gorgeous de luxe background for the merchandise—especially for bottles or packages.

Then just think what one lone little bulb and a flasher can do, combined with a curved sheet of foil, to turn a bottle into a jewel and flash a name in realistic red neon effect. You can even give the effect of motion with a flasher, as in the Sylvania tube display, in which the cat's eyes alternately light up as the message flashes on. Or you can cause a message or picture to appear which was invisible while the light was off.



650 gallon, 1200 quart, or 1700 pint containers can be filled per hour on this machine with one operator*

THE FLEXIBLE U. S. SIPHON FILLER can be furnished in any number of constructions to meet practically all filling problems on free-flowing liquids where the siphon principle filler can be used to advantage.

Operated by unskilled labor, the costs of operation are very low and NO POWER is needed. The products that can be filled on siphon fillers are so many and so varied that it is a practical impossibility to attempt to list them here. Selling for a moderate price, and offering years of service without upkeep cost, they offer to the bottler TRUE LOW-COST-PER-UNIT bottling.

One to eight filling tubes can be mounted on the machine, and eight different sizes of filling tubes (ranging in size to fill gallon jugs to miniature bottles) can be furnished.

Furthermore, 3 different heights of legs, 10, 24 and 36 inches can be furnished at regular prices.

Standard construction of all siphon tubes is bronze, heavily tinned. Special constructions of pure nickel, gold brazed, hard rubber heads, with pure silver inner and outer tubes or triple silver plated tubes are available.

Write for complete literature illustrating and describing the fastest, most efficient siphon fillers on the market.

*rated capacity on water on standard machine.

U. S. BOTTLERS MACHINERY COMPANY
4030 N. Rockwell St. Chicago

Going still another step up in the scale of "stopping power" is possibly the most powerful of mechanical methods to increase the pull and attention value of displays—*motion*. Why is motion so powerful a "stopper" in display? Well, just consider what would have happened to primitive man if he didn't see the least little stirring of a blade of grass as a saber-toothed tiger sneaked upon him! And just as sound has been added to the motion picture, so we now have motion *plus* light to make the motion display "talk" to "spotlight" the merchandise, or bring out a salient selling point.

To wind up, let us note that the principle back of all these "display dramatizations" is, clearly and unmistakably, the principle of *entertainment*—of the stage, the screen, Broadway, "show business," if you will.

IS YOUR PACKAGE TOO COSTLY?

(*Continued from page 40*)

protected salt package which states on its label the fact that lacquer has been utilized and the moisture protecting function of the lacquer.

In some recent instances, manufacturers have gone to great pains to sell the consumer upon their package advantages. The December issue of MODERN PACKAGING illustrated and described the new packages of the Hoffman Seed Co. whose sift-proof corrugated containers of patented construction with an ingenious pouring device and a number of other features provide consumer advantages. Here package copy stressed the sift-proofness and odor-proofness and thus explained to the consumer why the container was preferable to alternative products packed in the more customary package or fabric bags.

For one such instance, however, how many others exist which completely ignore in their package text the advantages that have been built into the packages themselves. Where is the manufacturer who has openly said, "this package is equipped with a special dispensing device. It costs us a half penny more than the usual closure. We have absorbed this cost in order to pass on to you the advantages of this device."

Where is the manufacturer who has done the same thing for his more convenient bottle design, his tamper-proof closure, his can or wrap or box or jar? It is true that some few instances in almost every category can be found, but even in these cases, the form in which the package advantages are presented to the consumer is such as to permit the advantage to be overlooked or as to actually emphasize the seeming costliness of the advantage without explaining its actual low cost.

In planning for package improvements, the manufacturer must first, of course, decide whether the improvement is in itself justified in terms of cost, convenience of manufacture and convenience to the dealer and the consumer. Unless such justification exists, no amount of accompanying copy on the package, in the advertising or in displays, will serve to justify the needless elaboration to any large body of consumers or over any extended period. However, if the improvement is tangible, one providing actual advantages not offered by previous or competitive packages, manufacturers will certainly be shortsighted if they continue—as most have in the past—to count upon the consumer seeing and evaluating the improvement without providing for the consumer a full and complete explanation of the advantages—and of the low cost of these advantages—offered by the new or revised package.

INDUSTRIAL PRODUCT REDESIGN

(*Continued from page 56*)

which preserves the delicate linen thread and thus permits the user to lay in a substantial stock of the cord without fear of deterioration.

Particularly interesting has been the consumer demonstration of acceptance for the newly packaged product. When the new container was developed, differentiating itself by appearance and by function from all other containers used in the industry, the company thought it would be possible to dispose of the balance of the stock of folding cartons which had been carried over. However, cobblers, upon seeing or reading of the new container, indignantly rejected goods packed in the old cartons, looking upon them as an inferior product and demanded the red top round container. Sales, it is reported, have increased substantially in a highly competitive market. So much so that other products of the Textile Thread Co. have since been placed into cylindrical fibre containers.

Credit: Design and fabrication of new container by the Cambridge Paper Box Co.

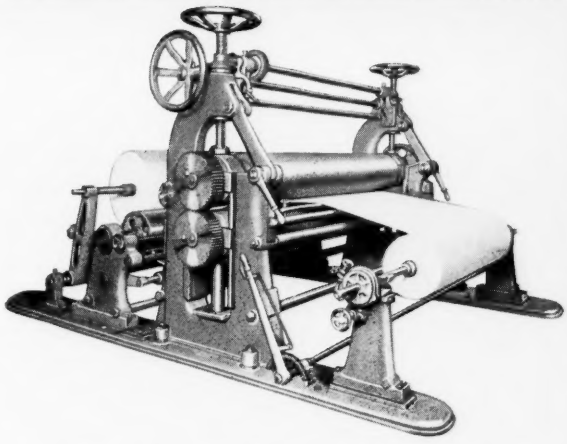
PACKAGE INKS FOR FOOD PRODUCTS

(*Continued from page 80*)

employing toxic materials after they have been used. In other words, the government does not operate until it finds goods on the market which may be considered dangerous to health. As far as pigment materials are concerned, little or no preventative legislation is in force.

Therefore, it behooves every food manufacturer and every package printer to make sure that the inks he is using on containers or wrappers are definitely non-toxic. Otherwise, they risk the confiscation of goods after they have been placed on the market.

Ordinarily, if a certain color of ink is specified, this ink can be manufactured from non-harmful ingredients. But since some of the commonest ink materials—lead, for example—are dangerous when used with food products, it may be necessary to adjust formulations con-



STANDARD EMBOSSER

For tissues, cardboards, covers, offset papers, liner boards and other materials taken off jumbo rolls and delivered to rewinder.

Unit illustrated has single drum winder but same unit may be furnished with double drum or friction shaft winder.

Hudson Sharp embossers may be obtained in varied designs for any purpose. Hudson Sharp steel embossing rolls and paper rolls are especially designed for any embossing purpose.

Hudson Sharp Machine Company
Green Bay, Wisconsin

Exact Weight Scales

Packaging biscuits in the Merchants Biscuit Co.'s plant, Denver, Colorado. One extra biscuit is negligible . . . several thousand extra biscuits mean reduced profits.

Stop Packaging Leaks . . .

Today's small packaging operations carry narrow profit margins. Don't package these hard won profits . . . avoid or stop entirely any possibility of packaging leaks with trouble-free EXACT WEIGHT Scales. Remember, pounds are visible and take care of themselves . . . it's the unseen ounces and fraction ounces in the small packaging operation that designates the color of ink on the profit and loss statement.

Write for our completely illustrated catalog today.

EXACT WEIGHT Model #273 for wide range packaging and weighing operations. Weighs accurately in out-of-level position—Sensitive to ¼ oz. and capacity to 12 lbs.

THE EXACT WEIGHT SCALE CO.
222 W. Fifth Ave. Columbus, Ohio
THERE IS NO SUBSTITUTE FOR EXACT WEIGHT
INDUSTRIAL
PRECISION SCALES

HOTEL CHELSEA

RIGHT ON THE BOARDWALK

For Recreation Or Relaxation Choose the Chelsea

FROM $6 WITH MEALS & BATH
$3 ROOM ONLY & BATH
For Persons 2 to a Room

Here you will find everything to further your comfort and enjoyment—outside ocean-view rooms . . . sun deck . . . beautiful dining room at the ocean's edge . . . superb cuisine . . . varied sports . . . and entertainment. You'll like your fellow guests . . . and the delightfully friendly atmosphere of The Chelsea.

Special Weekly Rates.

ATLANTIC CITY

JOEL HILLMAN • J. CHRISTIAN MYERS • JULIAN A. HILLMAN

siderably. And, in a few instances, it might be advisable to change the color specified originally.

Possible impurities in ingredients, or improper mixing, can often affect toxicity. Iron ferrocyanide blue, correctly made, is harmless, but improperly manufactured, it might be toxic because of cyanide impurities. To be on the safe side, it is well to use alkali blue instead of iron ferrocyanide blue. Antimony oxide is dangerous to use, for it frequently contains arsenic as an impurity.

Special food materials may require special considerations in inks. For example, Hansa yellow would not be satisfactory for cookie packages because if it is brought in contact with them at a high temperature, which frequently happens when cookies are freshly packed, the yellow will stain the cookies.

Certain organic pigments are considered poisonous. Common examples are Para red (nitroaniline derivative) and Permatone orange, another nitro pigment. Both of these colors will bleed in fat.

Varnishes and Solvents

Ordinary varnishes used in ink manufacture are harmless. These are linseed, rosin, perilla and most vegetable drying oils. China Wood Oil is slightly toxic and is not recommended for use as the sole vehicle.

Some solvents are dangerous if they are used in sufficient quantity, but in small amounts they are helpful as germicides. These are phenol, cresol, aniline, toluidine, nitrobenzene and nitrotoluidine.

Solvents like wood alcohol, amyl alcohol, ether, salicylic acid and chloroform are somewhat toxic, and of course, in large doses, they are decidedly unsafe. The safest solvents to use in making inks which will come in contact with edible products are grain alcohol, gasoline and glycerine. But generally speaking, all of the solvents mentioned are used in such small quantities that there is little danger of contamination.

Some food products are colored directly; meats are stamped for inspection purposes under close government supervision. A definite formula for this stamping ink is authorized by the government. It consists of water, grain alcohol, cane sugar and methyl violet in fixed proportions.

While there are many dyestuffs with low toxicity, those approved by the government as Certified Primary Food Colors may be considered actually edible, and in no way dangerous to health

Allergy to Package Inks

While on the general subject of toxicity of ink, it might be interesting to note that allergic reactions to inks occasionally cause difficulties which are hard to prevent. Allergy, as you know, is an abnormal human reaction to substances breathed, touched or taken into the digestive tract. Afflictions like asthma, hives and hay fever are the result of allergy.

It is important not to confuse allergy with toxicity, of course. Toxic substances in ink will affect anyone, but only two per cent of the population now feels allergic reactions. Therefore, it is not necessary for packagers to be unduly concerned about the effects their packages might have on such a small segment of the market. But it is well for them to know of the existence of allergy and that sufferers from this strange malady may be affected by inks, papers or cloths used in packaging. Possible complaints from persons with allergy should be recognized as such and should not be confused with the effects of toxic substances.

"LOCALIZING" NATIONAL UNITS

(Continued from page 68)

appearance of the display unit. An outstanding instance of this sort is the hanging wall card utilized for Armour's Cloverbloom Butter.

The cooperative display is another form of localization in which prominent display is secured for one product by supplying the dealer with a permanent, semi-permanent or temporary fixture upon which he can display several items. Usually the sponsoring manufacturer provides a product that would not ordinarily be given such prominent display space. By permitting the dealer to advantageously display related items, and particularly high profit items, the sponsoring manufacturer gains central position for the display of his own product.

This display is designed for use in foreign countries or in states having large foreign language speaking groups.

What might be termed "localization in reverse" is utilized in the cooperative campaign sponsored by the Maine Development Commission. Displays for various brands of potatoes, sweet corn, lobsters and other State of Maine products, are provided dealers upon which they may display one or more competitive brands from among those covered by the Development Commission's promotional activities.

The localization principle also finds application for manufacturers whose trade extends beyond the borders of the United States. Frequently they find it possible to so design units as to permit their use, with "change

Klingrose Offers

Printing and Coloring Machinery Adapted to Individual Requirements

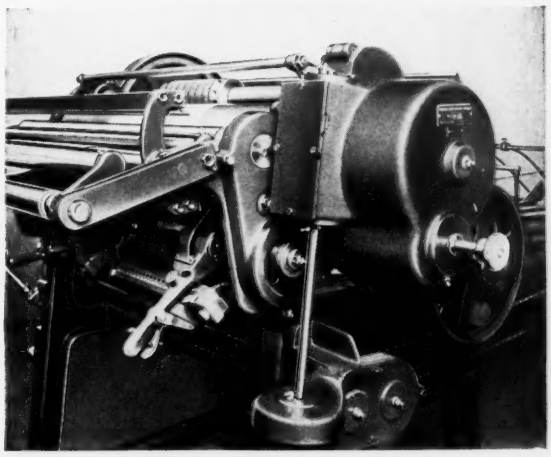
Multi-Color Gravure Aniline, Combination of these Methods

KLINGROSE MACHINE CORP.

Plant: 461 Hamilton Avenue, Brooklyn, N. Y.

New York Office: 111 Fifth Avenue

NO MORE WASTE IN CUTTING TO PRINTED REGISTER



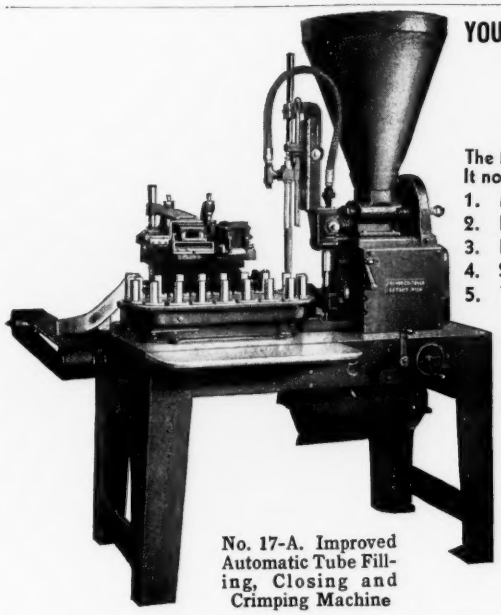
DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE *NEW* BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or **ELECTRIC EYE.**

CHARLES BECK MACHINE COMPANY

13th & Callowhill Sts. Philadelphia, Pa.



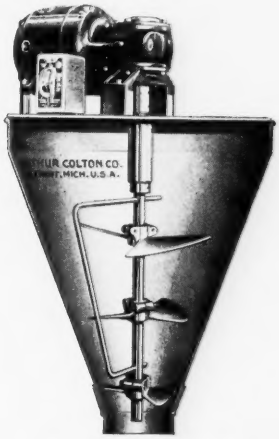
No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS *NEW* No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.

TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

DETROIT MICHIGAN

parts" in various languages, in any part of the world. The main portion of the display is thus produced in the largest possible quantity and with resulting economies. Accompanying slogans are reproduced, as needed, in various languages. This technique also has application where products are sold in states having large foreign language speaking populations. A typical example of the technique is seen in the display used for Pond's cold creams. The verbal message is here presented in the form of a bull's eye or dot located at the side of the main panel of the display and these dots are made detachable and changeable so that alternative dots, in any desired language, may replace the English version.

URBAN MARKETS AND RETAIL SALES

(*Continued from page 39*)

"Thus it may be seen that if a city is isolated and the immediately adjacent areas are thinly populated, no change would be required in recording statistics for the market. The city figure and the market figure in such cases are identical. But where cities are not isolated—where they are thrown together in two's and three's, or surrounded by densely populated townships—figures must be combined. It is only in this way that we may arrive at a correct total for the market. It is only after these correct sales potentials have been established that it is possible to plan soundly."

This principle of market determination was reduced to a mathematical formula based on population densities and the market boundaries were fixed by starting from each central city and working outward in all directions to include minor civil divisions having a population density of over 100 people per square mile, the boundary line being finally fixed at the point where population falls off to less than the required minimum of 100 people.

With this as a starting point, the volume proceeds to present detailed maps of each of these 1901 markets, plus detailed statistics regarding each area.

To the manufacturer or advertiser planning a window display program, or any other package promotional activity, many of these figures offer unusual opportunities for market analysis and, hence, for economy of effort. While a large portion of all the facts cited are available from such other sources as the Department of Commerce, Census of Manufactures and Census of Retail Trade, the compilation has particular value in that all relevant facts are here presented in a manner which permits the user to either estimate all factors affecting any given market or to make comparisons between markets on the basis of any factor or group of factors.

Each market data record includes groups of figures under the following classifications: retail sales for 1935 (the last Census year), the people within the area, the standard of living, the climate, the college markets, peak months of agricultural income, further facts and special notes. Provision is made for the insertion of the user's own company records, data as to salesmen assigned, sales of the previous year and the current year's quota.

The retail sales record includes market classification, number of retail stores and total retail sales and number of stores and sales totals for foods, drugs, automotive and filling stations. It also presents the national ranking of each market, its sales volume, the percentage of total of United States sales represented by the market and the total number of stores per square mile within the market area.

Under the grouping, "The People," are listed the number of families, the population, the number over 21 years of age, foreign born whites and their proportion to the total population, negroes and their proportion to the total population, population density and, whenever necessary, dominant occupational activities. These latter figures should prove of particular importance where manufacturers wish to include or reject a particular market in their campaigns because of trade conditions in a single industry. Thus the knowledge that textiles, shoes or furniture, or some other industry, constitutes the principal economic activity of a community may lead advertisers to discard activity in a given market at a given time because of a depressed condition within the industry dominating this community.

The standard of living is indicated by a scale of living index and by the figures for the number of passenger automobiles owned in the community, the number of homes owned and of homes rented.

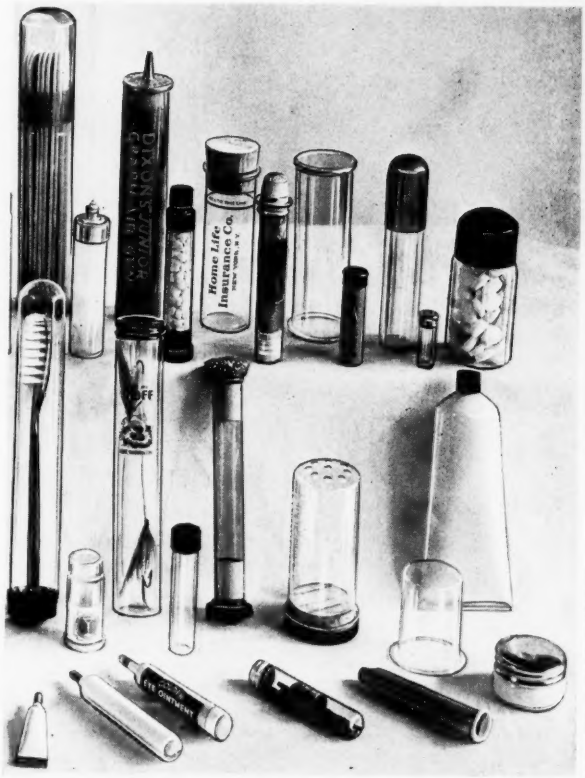
In addition to indicating the general standard of living, these figures should serve advertisers, in certain industries at least, as an additional guide to the best potential markets. Thus displays for home furnishing or cleaning accessories might logically be most effectively promoted in areas having the highest home ownership, whereas displays for electrical accessories would likewise find their best usage in markets with high proportions of domestic electric meters.

Climatic data, including such information as the dates of first freezing weather and the date on which average daily temperature falls below 35 deg., as well as figures on the number of days in which temperature is constantly below, or has a minimum below, 32 deg., are provided. Average temperature figures for winter and summer months and relative January and July humidities are also provided, thus affording information of particular value to advertisers marketing products whose value is dependent upon seasonal or climatic factors.

The college market section lists the number of colleges and the total student enrollment in each market area, and the agricultural income data include the months of peak cash inflow from regional agricultural activities and the names of the particular crops dominating each region. Once again, both these types of information would seem to have particularized usefulness for the promotion of certain categories of merchandise.

One particularly interesting type of data in the "Further Facts" section provide listings indicating the hardness of water in each area, listings of interest not merely to soap manufacturers but to all textile marketers.

Good looks, Goodwill, and Good savings!



Step them up by using

Hycoloid
CONTAINERS VIALS SPECIALTIES

Containers that offer less, are shirking their jobs. . . . They should be goodlooking and colorful for eye-appeal and prestige. . . . They ought to be like Hycoloid, *unbreakable* to earn lasting goodwill; and they ought to offer savings beyond the purchase price; savings in excessive shipping costs, breakage claims and sampling campaigns. Hycoloid containers do the FULL job. . . . Ask for details on vials or specialties to fit *your* products; at no cost to you!

HYGIENIC TUBE & CONTAINER COMPANY
42 Avenue L, Newark, N. J.
"First" in celluplastics

She Makes Her Own Selections

Your label must carry a bigger load of responsibility today. Consumers—more and more—are making their own selections, in self-service stores, from open display bins and shelves. More than ever, the label must have an attractive design and strong appetite appeal.

"U-S" TRU-TONE Food Pictorials are tuned to modern merchandising. Made by direct-color photography, available both in lithography and typography, they picture canned foods in all their natural color and attractiveness. They attract consumers; dealers give them preferred space. They SELL all along the line.

Ask to see the complete portfolio of "U-S" TRU-TONE Food Pictorials.

The UNITED STATES PRINTING & LITHOGRAPH COMPANY
AND DIVISIONS

HOME OFFICE
328 BEECH ST.
CINCINNATI

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Plants at CINCINNATI • BROOKLYN • BALTIMORE • ERIE, PA. • ST. CHARLES, ILL.

Detailed data as to dominant nationalities and their proportions in the market, as to motion picture theatres, motor trucks and buses and numerous special notes further illuminate the situation to be found in each region.

The importance of the use of such data and of a clearly defined understanding of the nature of the various retail markets has been frequently demonstrated to advertisers who have found expensive displays being misused in locations and in markets which could not possibly produce sufficient sales to cover even the raw cost of display production and distribution. Through the intelligent use of data such as this, display using advertisers can measurably increase the effectiveness of their display units and thus either reduce display appropriations by reducing display wastage or increase the amount spent on each effective unit in exact proportion to their ability to eliminate the non-effective display unit.

PLAN CARDING IN ADVANCE

(Continued from page 77)

of die-cutting slots and tabs, sometimes used to hold the merchandise to the card, all too often in a precarious manner. Not only does the hole punching and die-cutting represent extra cost, but frequently this practice destroys the display card's appearance and, in cases of excessively large holes or cuts, will materially weaken the card. Wire staples will never lose their rigidity or holding power, whereas string, thread and elastic bands will stretch and lose their tight grip if the merchandise is not sold quickly. Staples, therefore, eliminate losses incurred through articles becoming loose from the card and dropping off.

Guide marks for spotting the staples on the card may be printed on the card or, in numerous cases, may be eliminated since many carding staplers are furnished with work tables on which the operator can work to a set guide.

The number of staples used on an individual card varies, of course, with the type and shape of the merchandise being carded. One staple properly cards the majority of articles. However, where the article is of such a size that with one staple there is still a swing to the article, then two staples are necessary. An article which requires more than two staples would have to be very large since 90 per cent of the articles carded are done so by means of one staple. In any event, a man experienced in working with staples can be of considerable help in advising the proper type and number of staples necessary to card your own particular product.

With these facts established, let us proceed to outline a few essentials which make for economical use of staples in carding merchandise.

While the sizes and shapes of staples are extremely flexible, there are, nevertheless, some limitations of practical application. Sometimes, by slightly changing the contour of your package, you can turn a formerly impractical stapling job into one of instant adaptation which will speed up production and provide marked economies over former methods.

To illustrate this point, let us suppose you are marketing a liquid in a bottle suitable for attaching to cards, either singly or in groups. Suppose your present container is a glass bottle similar in shape to Fig. B in the accompanying sketch. In its present shape, this bottle is not practical from a stapling standpoint, but by making the neck slightly longer as shown in Fig. A you have a bottle which allows ample space for the staple to securely fasten the bottle to a card.

In the case of glass and other fragile merchandise, the staple leg can be turned outward as shown in Fig. C, thus eliminating the danger of breakage when removing the glass bottle from the card. On more substantial and particularly heavy merchandise, which requires a heavier card, the staple leg can be clinched inward as shown in Fig. D, providing extra rigidity to the fastening operation by the extra grip which the staple legs give when clinched on the under side of the card.

A little forethought in this direction will bring many now impractical stapling solutions into the realm of possibilities and a consultation with a well known manufacturer of this type of equipment may mean substantial savings.

SYMBOLIZING HEALTH

(Continued from page 74)

bulbs are concealed within the steel drum, the light shining through the Trans-Lux film on which the figure is reproduced. Topping the drum and seemingly perched on top of the glass panel are cut-out letters of wood which spell out the name, "Vi-Syneral."

An ingenious device is used in which to show the simulated food items. A sheet of aluminum gracefully curves from the top of the unit to its base. On this platform, beveled openings are provided into which fit wooden stages, each labeled with the name of the fruit or vegetable it will hold and its vitamin content. Upon these small stages are placed the specified food items. A rigid transparent cellulose cube is then placed over the objects. These cubes bear the vitamin source—A, B, C, etc.—on each of their sides (like a child's building block) to further identify vitamin content and to serve the purpose of holding the objects safely on the stages.

The spiral aluminum platform ends at the bottom of the display but it seemingly sweeps around the rear of the unit to form another platform at the left side. This effect is achieved by designing the metal base so as to make it appear a part of the platform at the right hand side. Here are found eight transparent cellulose tubes,

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FEDERAL TOOL CORPORATION

SPECIALTY DIVISION

400 N. Leavitt St. Chicago, Ill.

each filled with different minerals to be found in Vi-Syneral. The tubes fit snugly into die-cut holes with the names of the minerals printed in front of each tube.

The wooden back panels carry messages about the minerals and vitamins so uniquely presented as being found in Vi-Syneral. The silkscreen process is utilized for this purpose.

The entire unit, though constructed of many materials and seemingly complicated in appearance, has been designed for maximum ease and safety in shipment. A wood prop in the rear, serving to hold the display erect, is so hinged as to fold flat for shipping. The metal drum is removable and, of course, the simulated food items, transparent cubes and tubes and cardboard stages are likewise removable. A specially constructed wooden shipping case is utilized to hold the component parts of the display in designated sections so as to avoid breakage and to permit the dealer to erect the unit with no loss of time and with no undue headaches.

Despite complexity of design and construction, the unit tells its story simply and effectively and in a manner that permits the general public to grasp quickly the nutritive value of Vi-Syneral. The educational value of showing actual objects which contain vitamins is, of course, obvious since the average consumer can remember oranges, spinach, etc., while the average consumer cannot very well remember or understand medical and scientific terms of health elements which are found in the so-called "protective" foods.

Credit: Display manufactured by the Times Display Materials Corp. Transparent cellulose tubes supplied by the Hygienic Tube & Container Co.

PERPETUAL REDESIGN PROGRAM

(Continued from page 31)

point and thus to achieve a price in line with the cost of the old chipboard package.

In order to bring continuity and family resemblance to one of the important Carson Pirie Scott & Co. notion items, boxes and cards for snap fastener lines had been redesigned to conform with the general scheme. Cards for the snaps match in color the boxes of the two price range brands, different color schemes being used to permit instant differentiation between the five-cent Garland fasteners and the ten-cent Just Rite line.

As in many instances, the labeling of shelf packages has been confined to the top end panel of the box. This is done because a survey among sales people revealed that, in most instances, the clerk inverted the top design of the box when removing the package from the shelf and offering it to the consumer. This was apparently due to an old habit that most clerks had formed of keeping the label which identified the grade and quantity facing the back of the counter or the sales person. Thus the new designs enable the sales person to go right on offering the goods according to custom and, at the same time, to make certain that the design of the box itself faces the customer in a "right side up" position.

Credit: Girdle folders and snap fastener boxes by the Robertson Paper Box Co. Snap fastener cards by the Osborn Printing Co. Lumarith Protectoid windows on girdle folders by the Celluloid Corp. Mattress cover boxes by the Lindley Box & Paper Co.

PLASTIC PRECISION TOOL CASE

(Continued from page 30)

and preserving container for the Torkflash wrench.

To this end, molded plastics were called upon for a number of reasons. For one thing, they could be economically molded to precise dimensions so as to provide a housing for the instrument which would hold it firmly in place, no matter where carried or how abused. Thus ridges and depressions were molded into the case so that when the cover is closed and latched, instrument and case become a single unit.

Among other advantages sought through the use of of plastics was attractive appearance, designed not only to catch the eye of the purchasing agent or mechanic, but to permit wrench users to similarly impress their customers, the motorists, by withdrawing their tools from a case obviously far different from the usual grease-stained tool kit. Color was introduced for this purpose in the form of a deep red molded top, contrasting neatly with the black, gleaming base.

Plastics likewise permitted simple two-piece construction with all guides and receptacles molded integral with the base or top. Assembly consisted simply of the attachment of the base to the top, by means of two riveted metal hinges, and of the attachment of the two lock parts, by similar methods, into recesses provided in the molding for this purpose. Labels and all other non-plastic parts, with the exception of the metal hinges and locks, could be dispensed with and the name of the product and of its sponsoring company were attractively molded into the top of the case, in neat relief lettering.

The Torkflash tension wrench was introduced to the automotive service industries in the new case at the industry's show held last December, in Chicago. In reporting on the reception given to the instrument, the company has noted not only an acceptance of the tool, as such, but a very pronounced receptivity among buyers for the container. Buyers, it was discovered, looked upon the container as an integral and valuable portion of the tool and undoubtedly recognized its possibilities as an aid in merchandising to the motorist the advantages of a torsion check-up and torsion adjustments on motor car parts.

Credit: Durez molding materials by General Plastics, Inc., used for both base and top; molded by Eclipse Moulded Products Co.

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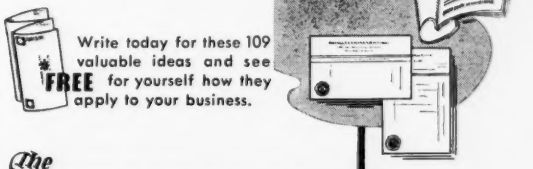

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